PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19–25, 1987

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																								
A DIFFERENT WORLD	A	23.4	35	2073	1761	396	334	119	899	392	621	531	367	222	417	191	282	257	179	98	191	132	255	162
THU 9.08P 30 NBC 4	B	27.5	43	2434	1757	383	319	104	871	354	555	478	349	263	462	197	297	269	192	129	175	103	249	156
205 99 CS 4	C	27.5	43	2434	1757	383	319	104	871	354	555	478	349	263	462	197	297	269	192	129	175	103	249	156
9.00 - 9.30	A	23.4	35	2073	1760	394	332	117	895	387	613	525	366	226	415	189	280	254	179	100	192	132	258	165
9.30 - 10.00	A	23.5	35	2082	1756	401	339	125	905	406	640	543	369	211	419	196	288	265	179	94	187	132	245	152
A YEAR IN THE LIFE	A	12.3	19	1090	1422	340	284	94	799	322	493	439	323	269	365	162	227	209	148	104	156	90	101	51^
WED 9.00P 60 NBC 4	B	13.4	21	1185	1525	343	283	98	844	319	511	459	359	284	390	155	249	240	171	113	146	90	145	90
200 99 GD 4	C	13.4	21	1185	1525	343	283	98	844	319	511	459	359	284	390	155	249	240	171	113	146	90	145	90
9.00 - 9.30	A	12.2	19	1081	1443	332	274	92	813	308	485	436	336	287	349	143	207	192	151	108	170	100	112	56^
9.30 - 10.00	A	12.4	19	1099	1400	347	294	96	786	335	500	441	311	251	382	181	248	225	145	101	142	80	91	46^
ABC MOVIE SPECIAL(S) FRI 8.00P 120 ABC 203 97 FF	A	9.5	16	842	1719	337	289	79	770	314	480	384	306	227	657	236	377	342	313	220	169	88	123	87
THE FLAMINGO KID 8.00 - 8.30	A	9.8	18	868	1670	333	272	76	767	287	434	371	299	273	653	217	352	312	295	252	149	70^	101	67^
8.30 - 9.00	A	9.7	17	859	1657	346	291	75	755	301	452	379	287	238	651	240	363	330	290	233	168	76	83	56^
9.00 - 9.30	A	9.3	16	824	1773	357	313	77^	779	341	523	396	320	188	652	246	389	351	326	197	180	105	164	119
9.30 - 10.00	A	9.4	16	833	1744	305	276	85	764	324	502	384	314	202	657	235	397	370	335	192	178	99	145	106
ADVENTURES-BEANS BAXTER(R)	A	2.2	4	195	1832	229^	181^	20v	493	261^	356	358	220^	99^	482	229^	383	317^	205^	72v	497	194^	360	279^
SAT 9.00P 30 FOX 1	B	2.2	4	195	1832	229^	181^	20v	493	261^	356	358	220^	99^	482	229^	383	317^	205^	72v	497	194^	360	279^
116 85 CS 1	C	2.2	4	195	1832	229^	181^	20v	493	261^	356	358	220^	99^	482	229^	383	317^	205^	72v	497	194^	360	279^
ALF	A	17.7	27	1568	1914	330	275	126	771	344	554	464	315	181	461	207	356	308	215	79	245	131	437	288
MON 8.00P 30 NBC 5	B	18.9	30	1673	1867	320	275	117	710	344	521	445	272	150	484	239	384	335	202	81	237	118	436	275
204 99 CS 5	C	18.9	30	1673	1867	320	275	117	710	344	521	445	272	150	484	239	384	335	202	81	237	118	436	275
ALL STAR GALA(S) SAT 9.00P 60 ABC 201 95 GV	A	7.8	14	691	1615	244	169	60^	769	142	292	312	348	417	666	205	329	309	294	282	51^	23v	130	84^
9.00 - 9.30	A	7.1	13	629	1593	251	188	52^	731	152	304	320	328	369	666	228	357	320	284	269	51^	28^	145	103
9.30 - 10.00	A	8.5	15	753	1633	239	153	66^	800	134	283	305	365	457	665	186	306	299	303	292	51^	20v	117	68^
AMEN	A	20.2	36	1790	1724	326	243	46	847	228	424	436	407	361	520	139	243	246	252	229	131	69	226	178
SAT 9.30P 30 NBC 3	B	18.2	33	1615	1709	327	243	57	874	241	446	426	397	372	481	147	250	247	225	195	147	92	207	154
207 99 CS 3	C	18.2	33	1615	1709	327	243	57	874	241	446	426	397	372	481	147	250	247	225	195	147	92	207	154
BILL COSBY SHOW	A	24.2	36	2144	1798	375	304	114	891	351	560	494	372	271	490	195	318	302	225	128	176	102	241	156
THU 8.38P 30 NBC 5	B	28.7	46	2546	1742	345	284	91	850	307	496	437	343	300	496	185	295	275	212	164	157	90	239	152
212 99 CS 5	C	28.7	46	2546	1742	345	284	91	850	307	496	437	343	300	496	185	295	275	212	164	157	90	239	152
8.30 - 9.00	A	23.4	35	2073	1801	374	302	113	892	348	555	490	371	277	497	193	319	307	232	132	172	98	240	155
9.00 - 9.30	A	26.3	39	2330	1796	378	311	115	890	358	575	507	375	257	474	201	316	292	209	119	188	114	244	161

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.19–25,1987

PROGRAM NAME / DAY / TIME #STNS / DUR CVG% / NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
CAGNEY & LACEY		A	12.5	20	1108	1431	311	212	95	841	231	396	409	377	378	471	154	242	248	224	187	42^	31^	77	44^
MON 10.00P 60 CBS	4	B	14.6	24	1289	1443	348	258	93	861	266	465	465	399	329	459	155	258	249	217	169	48	28	75	53
210 99 OP	4	C	14.6	24	1289	1443	348	258	93	861	266	465	465	399	329	459	155	258	249	217	169	48	28	75	53
10.00 - 10.30		A	12.5	20	1108	1453	325	224	98	851	237	416	427	389	374	469	148	243	260	227	180	49^	35^	82	49^
10.30 - 11.00		A	12.5	21	1108	1409	297	200	92	830	225	375	391	365	382	473	159	242	236	221	194	35^	28^	71	38^
CBS SUNDAY MOVIE		A	12.9	20	1143	1479	383	283	74	902	279	482	451	411	348	433	158	242	177	189	173	64	31^	80	40^
SUN 9.00P 120 CBS	4	B	16.2	25	1431	1584	372	272	77	901	248	474	461	442	353	519	162	284	270	257	196	73	37	91	53
207 98 FF	4	C	16.2	25	1431	1584	372	272	77	901	248	474	461	442	353	519	162	284	270	257	196	73	37	91	53
FAMILY SINS 9.00 - 9.30		A	13.2	19	1170	1496	383	280	63	898	253	464	441	421	365	451	160	243	184	204	186	64	41^	83	37^
9.30 - 10.00		A	12.9	19	1143	1496	392	289	74	911	281	483	454	413	358	440	151	237	180	202	182	61	33^	84	42^
10.00 - 10.30		A	13.2	21	1170	1459	374	280	79	889	284	483	448	402	334	419	158	240	174	177	163	66	28^	85	46^
10.30 - 11.00		A	12.4	21	1099	1452	380	282	82	902	295	494	458	404	333	420	160	247	170	171	159	65	21^	65	36^
CHARLIE BROWN-GRT.PUMPKIN(S,R) FRI 8.00P 30 CBS 209 99 EA		A	14.3	26	1267	1962	249	220	107	741	331	479	409	256	230	441	188	306	276	183	117	132	62	649	362
CHEERS		A	22.7	34	2011	1683	402	338	126	852	385	606	527	361	194	507	228	348	319	229	114	153	103	171	101
THU 9.38P 30 NBC	4	B	25.7	40	2277	1694	383	322	109	846	359	562	492	347	236	538	233	369	331	234	132	144	86	166	96
207 99 CS	4	C	25.7	40	2277	1694	383	322	109	846	359	562	492	347	236	538	233	369	331	234	132	144	86	166	96
9.30 - 10.00		A	22.7	34	2011	1690	403	338	124	854	387	610	529	361	192	501	227	344	315	225	111	158	108	176	105
10.00 - 10.30		A	22.9	35	2029	1650	398	332	130	839	376	592	518	360	195	517	228	354	326	240	118	139	91	155	90
CRIME STORY		A	10.9	18	966	1566	341	268	73	795	228	467	444	433	275	538	183	316	295	284	181	117	49^	116	63^
TUE 10.00P 60 NBC	3	B	12.5	22	1105	1586	259	201	65	750	192	385	385	391	309	675	234	402	369	344	234	77	37	83	39
202 99 OP	3	C	12.5	22	1105	1586	259	201	65	750	192	385	385	391	309	675	234	402	369	344	234	77	37	83	39
10.00 - 10.30		A	11.1	18	983	1553	349	267	74	811	242	461	435	429	296	515	170	290	278	271	186	109	50^	118	54^
10.30 - 11.00		A	10.7	19	948	1580	334	269	72	778	214	474	454	436	254	562	196	344	312	298	175	125	47^	115	73
DALLAS		A	18.2	31	1613	1705	312	231	70	944	258	458	480	397	411	460	119	223	237	220	205	69	33^	231	144
FRI 9.00P 60 CBS	5	B	17.8	31	1577	1665	323	234	91	966	259	461	471	416	435	480	131	248	249	225	200	58	31	160	112
209 99 GD	5	C	17.8	31	1577	1665	323	234	91	966	259	461	471	416	435	480	131	248	249	225	200	58	31	160	112
9.00 - 9.30		A	17.6	30	1559	1740	306	226	72	940	262	457	476	390	407	463	126	228	238	218	205	73	35^	264	158
9.30 - 10.00		A	18.9	32	1675	1663	316	234	68	943	253	457	482	402	413	455	113	216	236	221	203	66	31^	200	131
DESIGNING WOMEN		A	15.4	23	1364	1492	364	268	96	832	254	446	446	387	333	487	179	306	317	231	147	86	58	86	51
MON 9.30P 30 CBS	5	B	16.6	26	1471	1514	383	304	112	860	312	513	487	378	288	466	178	297	284	214	142	88	57	100	67
210 99 CS	5	C	16.6	26	1471	1514	383	304	112	860	312	513	487	378	288	466	178	297	284	214	142	88	57	100	67
DISNEY SUNDAY MOVIE(R)		A	12.2	20	1081	1895	284	245	83	702	284	448	404	287	232	667	266	447	395	287	179	147	69	378	229
SUN 7.00P 60 ABC	5	B	11.1	19	985	1920	265	224	109	707	258	457	424	323	219	578	223	404	373	272	142	169	88	466	282
186 94 FF	5	C	11.1	19	985	1920	265	224	109	707	258	457	424	323	219	578	223	404	373	272	142	169	88	466	282
CONT'D																									

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19–25, 1987

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
DISNEY SUNDAY MOVIE(R)-CONT'D THE SHAGGY DOG PT.2	7.00 - 7.30				A	11.2	18	992	1908	284	246	83	708	282	448	403	290	238	680	272	456	397	292	182	151	72	369	221
	7.30 - 8.00				A	13.1	21	1161	1899	285	245	84	702	288	452	407	286	228	661	264	443	396	284	178	146	66	389	239
DUET																												
SUN	9.30P	30	FOX	1	A	2.9	4	257	1563	320	255	54v	629	354	477	396	230^	91^	614	319	515	457	274	80^	165^	108^	155^	116^
	116	86	CS	1	B	2.9	4	257	1563	320	255	54v	629	354	477	396	230^	91^	614	319	515	457	274	80^	165^	108^	155^	116^
					C	2.9	4	257	1563	320	255	54v	629	354	477	396	230^	91^	614	319	515	457	274	80^	165^	108^	155^	116^
EVERYTHING'S RELATIVE																												
SAT	8.30P	30	CBS	4	A	4.7	8	416	1503	328	245	42^	841	284	402	382	321	382	494	183	236	275	181	191	56^	31v	111^	54^
	206	99	CS	4	B	6.9	12	609	1663	322	263	70	820	310	462	412	311	304	562	196	323	318	256	199	82	38^	199	107
					C	6.9	12	609	1663	322	263	70	820	310	462	412	311	304	562	196	323	318	256	199	82	38^	199	107
FACTS OF LIFE																												
SAT	8.00P	30	NBC	4	A	14.5	27	1285	1717	301	218	72	871	236	434	427	377	372	436	122	201	206	194	189	159	94	251	160
	204	98	CS	4	B	14.5	27	1287	1651	307	240	68	854	262	444	403	337	363	426	136	234	217	183	167	148	103	223	142
					C	14.5	27	1287	1651	307	240	68	854	262	444	403	337	363	426	136	234	217	183	167	148	103	223	142
FALCON CREST																												
FRI	10.00P	60	CBS	4	A	14.9	28	1320	1611	323	243	69	943	247	474	481	422	410	431	117	203	201	201	203	75	44^	161	113
	209	99	GD	4	B	15.4	29	1362	1599	329	244	77	953	256	464	464	416	420	450	127	230	232	208	192	60	37	135	96
					C	15.4	29	1362	1599	329	244	77	953	256	464	464	416	420	450	127	230	232	208	192	60	37	135	96
	10.00 - 10.30				A	15.0	27	1329	1631	331	246	72	953	248	479	485	428	415	428	120	204	203	196	200	78	47^	172	118
	10.30 - 11.00				A	14.7	29	1302	1600	317	243	68	939	249	473	480	419	407	436	115	204	201	207	207	73	42^	152	108
FAMILY TIES																												
SUN	8.14P	30	NBC	6	A	17.4	25	1542	1864	387	340	107	798	384	594	514	320	155	537	249	407	359	237	84	237	128	292	205
	207	99	CS	6	B	22.4	34	1985	1922	396	349	103	798	382	587	498	319	163	611	295	462	391	264	103	220	119	293	197
					C	22.4	34	1985	1922	396	349	103	798	382	587	498	319	163	611	295	462	391	264	103	220	119	293	197
	8.00 - 8.30				A	16.8	24	1488	1883	391	340	101	809	379	590	518	332	165	546	246	406	362	247	92	233	127	295	206
	8.30 - 9.00				A	18.0	25	1595	1852	384	342	114	789	390	601	513	309	145	530	254	410	358	228	77	243	130	290	204
FRANK'S PLACE																												
MON	8.00P	30	CBS	4	A	13.6	21	1205	1519	316	232	56	839	224	355	377	352	415	505	139	254	276	238	214	53^	41^	123	79
	210	99	CS	4	B	13.3	21	1181	1492	322	223	55	864	216	364	376	377	434	488	148	258	261	222	201	40	27	100	59
					C	13.3	21	1181	1492	322	223	55	864	216	364	376	377	434	488	148	258	261	222	201	40	27	100	59
GARFIELD'S HALLOWEEN ADV																												
FRI	8.30P	30	CBS		A	16.3	28	1444	2033	297	259	116	756	362	518	442	250	206	436	203	324	283	177	94	135	63	706	413
	209	99	FA																									
GOLDEN GIRLS																												
SAT	9.00P	30	NBC	5	A	24.1	42	2135	1701	320	232	48	894	216	415	419	431	414	509	130	233	238	247	232	113	59	185	131
	211	99	CS	5	B	22.8	40	2018	1678	310	230	60	896	235	417	392	384	425	453	125	232	229	211	192	129	84	199	142
					C	22.8	40	2018	1678	310	230	60	896	235	417	392	384	425	453	125	232	229	211	192	129	84	199	142
HIGHWAY TO HEAVEN																												
WED	8.00P	60	NBC	4	A	14.9	23	1320	1680	319	230	63	887	238	423	424	390	388	466	137	228	219	219	204	125	58	202	128
	[illegible]	[illegible]	GD	4	B	15.2	25	1347	1734	290	216	81	857	216	408	407	399	382	479	143	246	240	234	202	160	77	239	150
					C	15.2	25	1347	1734	290	216	81	857	216	408	407	399	382	479	143	246	240	234	202	160	77	239	150
	8.00 - 8.30				A	14.4	23	1276	1699	315	228	60	893	235	425	422	385	391	480	139	230	222	217	216	120	50	206	135
	8.30 - 9.00				A	15.5	24	1373	1651	320	230	65	876	239	418	422	392	382	450	135	226	214	219	191	128	66	197	120

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OCT.19-25,1987

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EVENING CONT'D																												
HOTEL					A	9.2	18	815	1494	278	194	96	820	204	360	352	392	404	514	164	242	225	224	230	63^	47^	97	61^
SAT	10.00P	60	ABC	3	B	10.2	20	907	1511	320	236	84	853	234	411	412	408	381	470	148	239	232	220	198	83	52	105	64
	205	96	GD	3	C	10.2	20	907	1511	320	236	84	853	234	411	412	408	381	470	148	239	232	220	198	83	52	105	64
10.00 - 10.30					A	9.1	17	806	1478	277	197	100	813	200	358	344	384	406	530	176	263	246	228	221	53^	39^	83	50^
10.30 - 11.00					A	9.3	18	824	1510	279	190	92	827	208	363	359	400	402	499	152	222	204	221	239	74^	54^	110	72^
HOUSTON KNIGHTS					A	10.5	16	930	1711	325	274	102	739	326	517	428	310	194	569	263	416	365	276	128	193	102	209	120
TUE	8.00P	60	CBS	5	B	11.0	18	976	1647	298	224	90	782	233	424	405	380	307	612	202	354	329	305	221	112	55	141	80
	202	96	OP	5	C	11.0	18	976	1647	298	224	90	782	233	424	405	380	307	612	202	354	329	305	221	112	55	141	80
8.00 - 8.30					A	10.2	16	904	1729	316	268	98	743	307	513	419	322	210	574	270	422	366	272	126	202	108	210	123
8.30 - 9.00					A	10.7	16	948	1710	336	283	107	743	347	526	440	301	181	570	259	415	368	281	131	187	97	211	118
HUNTER					A	18.3	36	1621	1728	305	215	53	793	220	437	431	404	293	637	166	337	332	351	247	126	61	172	111
SAT	10.00P	60	NBC	3	B	17.2	33	1524	1750	326	243	68	840	245	473	451	415	308	612	174	343	338	330	223	137	79	161	105
	205	98	OP	3	C	17.2	33	1524	1750	326	243	68	840	245	473	451	415	308	612	174	343	338	330	223	137	79	161	105
10.00 - 10.30					A	18.1	35	1604	1745	309	220	50	806	222	439	433	406	304	628	162	327	319	345	250	133	63	178	116
10.30 - 11.00					A	18.4	37	1630	1722	302	212	55	785	218	437	433	405	284	649	171	349	347	360	245	120	59	168	107
JAKE AND THE FATMAN					A	13.0	20	1152	1567	300	247	84	823	295	478	414	347	305	528	173	306	303	263	193	73	37^	143	89
TUE	9.00P	60	CBS	4	B	12.3	19	1088	1544	269	183	63	811	185	357	366	398	389	562	133	263	261	294	268	74	36	97	59
	207	99	OP	4	C	12.3	19	1088	1544	269	183	63	811	185	357	366	398	389	562	133	263	261	294	268	74	36	97	59
9.00 - 9.30					A	12.8	20	1134	1570	296	251	79	819	265	473	411	350	308	530	177	316	311	262	192	76	34^	145	95
9.30 - 10.00					A	13.2	20	1170	1563	304	244	90	827	305	482	417	344	301	525	170	296	295	264	194	71	39^	140	83
J.J. STARBUCK					A	12.3	19	1090	1571	315	195	64	875	203	373	380	439	429	460	133	214	207	234	214	100	46^	136	67
TUE	9.00P	60	NBC	2	B	13.6	21	1205	1551	296	194	49	854	167	347	371	456	440	527	124	237	234	275	261	78	35^	91	42
	205	99	GD	2	C	13.6	21	1205	1551	296	194	49	854	167	347	371	456	440	527	124	237	234	275	261	78	35^	91	42
9.00 - 9.30					A	12.5	19	1108	1590	305	187	66	881	211	372	372	428	438	467	137	220	214	236	216	97	44^	145	74
9.30 - 10.00					A	12.0	18	1063	1566	328	204	62	876	196	378	390	454	424	457	129	209	201	235	214	105	49^	128	60
KATE & ALLIE					A	16.2	24	1435	1509	339	262	61	823	271	415	414	341	342	479	157	269	284	218	179	82	58	125	76
MON	8.30P	30	CBS	6	B	15.5	24	1376	1554	357	270	78	869	261	446	433	364	359	475	160	270	273	217	171	87	60	122	74
	210	99	CS	6	C	15.5	24	1376	1554	357	270	78	869	281	446	433	364	359	475	160	270	273	217	171	87	60	122	74
KNOTS LANDING					A	13.5	24	1196	1488	380	310	79	909	315	541	495	400	300	394	162	245	228	175	121	98	46^	88	58
THU	10.43P	60	CBS	5	B	15.2	26	1343	1539	376	301	90	927	337	548	490	394	316	435	191	281	258	179	127	86	40	92	61
	207	99	GD	5	C	15.2	26	1343	1539	376	301	90	927	337	548	490	394	316	435	191	281	258	179	127	86	40	92	61
10.30 - 11.00					A	13.1	22	1161	1521	380	309	80	905	308	535	493	405	294	404	159	252	239	185	126	112	57	100	69
11.00 - 11.30					A	13.8	25	1223	1477	383	314	79	910	319	546	498	398	298	391	162	240	224	171	120	94	43^	83	52
11.30 - 12.00					A	13.4	26	1187	1466	371	300	75	906	315	537	488	397	309	390	163	245	222	169	118	88	38^	82	55
L.A. LAW					A	16.9	29	1497	1504	350	290	114	778	308	506	471	356	222	557	215	366	336	272	158	91	69	78	35^
THU	10.38P	60	NBC	2	B	18.6	32	1644	1530	346	281	120	799	304	506	482	372	239	577	224	369	339	275	173	77	55	79	41
	206	99	GD	2	C	18.6	32	1644	1530	346	281	120	799	304	506	482	372	239	577	224	369	339	275	173	77	55	79	41
CONT'D																												

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
L.A. LAW-CONT'D																												
10.30 - 11.00					A	17.2	28	1524	1522	367	302	120	798	328	531	477	353	220	535	212	348	316	253	153	100	78	90	38^
11.00 - 11.30					A	17.1	30	1515	1502	344	285	111	774	300	496	471	359	225	571	216	377	347	284	162	85	63	72	33^
11.30 - 12.00					A	15.0	28	1329	1489	330	275	107	752	283	482	461	356	220	579	222	386	359	287	161	88	69	69	31^
LAW & HARRY MCGRAW					A	10.7	18	948	1475	316	220	85	830	261	437	399	368	342	484	135	247	260	263	189	55^	34^	105	47^
TUE	10.00P	60	CBS	4	B	11.6	20	1026	1471	290	188	52	809	177	346	368	412	391	539	134	254	244	288	247	53	29^	69	42
	208	99	PD	4	C	11.6	20	1026	1471	290	188	52	809	177	346	368	412	391	539	134	254	244	288	247	53	29^	69	42
10.00 - 10.30					A	10.8	18	957	1494	321	228	92	835	271	447	405	366	333	477	140	244	260	253	183	60^	34^	123	59^
10.30 - 11.00					A	10.6	18	939	1455	310	213	78	826	251	427	393	371	351	491	131	250	260	272	196	51^	34^	88	35^
LEG WORK					A	6.4	11	567	1551	270	196	67^	777	191	392	395	377	335	631	138	355	391	378	219	35^	5v	107^	24v
SAT	9.00P	60	CBS	4	B	6.7	12	589	1632	299	244	72	797	249	438	418	363	301	607	176	358	353	322	209	61	25^	166	85
	198	96	PD	4	C	6.7	12	589	1632	299	244	72	797	249	438	418	363	301	607	176	358	353	322	209	61	25^	166	85
9.00 - 9.30					A	5.9	10	523	1553	241	171	53^	778	179	373	375	372	353	627	133	334	376	369	230	26v	4v	123	17v
9.30 - 10.00					A	6.9	12	611	1549	294	217	79^	776	202	408	412	381	321	635	142	373	405	386	209	44^	5v	94^	30^
MACGYVER					A	13.0	20	1152	1568	203	145	61	665	181	319	292	317	305	643	211	327	304	293	258	105	40^	155	81
MON	8.00P	60	ABC	4	B	12.3	20	1090	1666	255	196	61	729	195	371	341	368	311	653	223	372	338	305	229	117	57	167	88
	195	92	A	4	C	12.3	20	1090	1666	255	196	61	729	195	371	341	368	311	653	223	372	338	305	229	117	57	167	88
8.00 - 8.30					A	11.9	19	1054	1540	208	147	59^	664	180	318	291	316	302	637	209	323	294	289	260	102	44^	137	68
8.30 - 9.00					A	14.2	22	1258	1581	198	142	62	662	181	318	290	316	304	643	212	327	310	294	254	107	36^	169	91
MARRIED...WITH CHILDREN					A	3.7	5	328	1889	296	226	76^	694	392	540	398	249	100^	688	400	587	452	271	71^	185^	54^	322	209
SUN	8.30P	30	FOX	1	B	3.7	5	328	1889	296	226	76^	694	392	540	398	249	100^	688	400	587	452	271	71^	185^	54^	322	209
	117	86	CS	1	C	3.7	5	328	1889	296	226	76^	694	392	540	398	249	100^	688	400	587	452	271	71^	185^	54^	322	209
MATLOCK					A	18.7	28	1657	1617	272	175	77	914	188	369	382	448	465	460	89	178	190	237	249	79	47	165	99
TUE	8.00P	60	NBC	3	B	17.2	27	1519	1604	253	164	62	879	151	313	346	434	490	561	121	237	236	275	288	65	32	100	48
	205	99	GD	3	C	17.2	27	1519	1604	253	164	62	879	151	313	346	434	490	561	121	237	236	275	288	65	32	100	48
8.00 - 8.30					A	18.0	28	1595	1601	256	161	74	899	178	352	362	439	467	465	85	175	186	240	257	74	48	163	96
8.30 - 9.00					A	19.4	29	1719	1633	287	188	81	928	196	385	401	457	464	455	93	182	193	233	241	83	47	166	101
MIAMI VICE					A	13.4	23	1187	1833	369	311	124	795	313	540	480	366	226	644	300	455	432	275	148	158	99	236	137
FRI	9.00P	60	NBC	4	B	14.9	26	1322	1744	331	275	95	768	306	516	458	353	219	646	271	441	425	295	160	126	67	204	113
	211	99	OP	4	C	14.9	26	1322	1744	331	275	95	768	306	516	458	353	219	646	271	441	425	295	160	126	67	204	113
9.00 - 9.30					A	12.9	22	1143	1821	361	304	122	790	310	534	472	364	231	644	296	448	421	275	156	152	100	235	142
9.30 - 10.00					A	13.9	23	1232	1844	377	318	126	799	316	546	488	368	221	645	304	463	441	275	142	163	98	237	133
MR. PRESIDENT					A	2.6	5	230	1412	246^	142^	7v	549	239^	323	312	305	143^	568	249^	403	361	293	129^	129^	40v	166^	128^
SAT	8.00P	30	FOX	1	B	2.6	5	230	1412	246^	142^	7v	549	239^	323	312	305	143^	568	249^	403	361	293	129^	129^	40v	166^	128^
	116	85	CS	1	C	2.6	5	230	1412	246^	142^	7v	549	239^	323	312	305	143^	568	249^	403	361	293	129^	129^	40v	166^	128^
MURDER, SHE WROTE					A	17.6	25	1559	1506	332	225	48	891	158	365	401	474	447	512	100	210	206	274	264	43	25^	60	40^
SUN	8.00P	60	CBS	6	B	19.9	30	1766	1576	321	211	50	893	143	338	371	447	486	556	103	221	236	281	294	58	30	69	43
	CONT'D																											

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
MURDER, SHE WROTE-CONT'D 206 99 SM 6	C	19.9	30	1766	1576	321	211	50	893	143	338	371	447	486	556	103	221	236	281	294	58	30	69	43
8.00 - 8.30	A	17.2	25	1524	1518	324	218	45	887	151	358	398	476	451	528	96	216	216	286	274	42	25^	62	43
8.30 - 9.00	A	18.1	25	1604	1485	338	230	51	890	164	369	402	468	441	493	103	204	195	262	254	44	25^	59	37^
MY SISTER SAM	A	5.8	11	514	1571	323	226	53^	815	258	369	346	319	412	588	209	286	281	217	246	27v	12v	141	97^
SAT 8.00P 30 CBS 4	B	7.6	14	669	1645	301	235	68	817	281	417	384	307	353	549	191	306	290	229	206	71	35^	208	121
205 99 CS 4	C	7.6	14	669	1645	301	235	68	817	281	417	384	307	353	549	191	306	290	229	206	71	35^	208	121
MY TWO DAD'S	A	16.6	23	1471	1798	351	312	106	779	381	588	508	308	155	510	239	392	344	226	84	239	135	270	202
SUN 8.44P 30 NBC 5	B	18.3	27	1621	1881	380	339	104	800	393	605	508	312	154	562	269	429	368	244	97	243	135	276	193
205 99 CS 5	C	18.3	27	1621	1881	380	339	104	800	393	605	508	312	154	562	269	429	368	244	97	243	135	276	193
8.30 - 9.00	A	15.7	22	1391	1766	346	308	111	755	385	582	498	284	137	496	237	382	332	215	80	237	131	279	210
9.00 - 9.30	A	17.6	25	1559	1833	357	316	102	805	378	596	518	333	174	525	240	403	356	238	88	242	139	261	195
NBC MONDAY NIGHT MOVIES	A	21.0	33	1861	1652	370	310	101	887	349	592	492	398	244	424	159	271	263	198	116	163	100	178	109
MON 9.00P 120 NBC 5	B	17.7	28	1571	1627	347	285	102	863	318	546	479	390	263	464	163	288	276	227	140	141	84	159	102
200 99 FF 5	C	17.7	28	1571	1627	347	285	102	863	318	546	479	390	263	464	163	288	276	227	140	141	84	159	102
STRANGE VOICES																								
9.00 - 9.30	A	20.0	29	1772	1656	366	304	88	873	336	562	459	388	257	424	156	261	250	190	125	177	117	183	117
9.30 - 10.00	A	21.3	32	1887	1674	366	308	97	895	349	591	487	401	251	428	159	269	261	198	119	166	102	184	115
10.00 - 10.30	A	21.5	34	1905	1646	378	319	106	888	354	606	508	401	233	411	157	267	261	197	106	165	99	183	109
10.30 - 11.00	A	21.3	36	1887	1625	367	306	112	888	355	602	509	401	235	432	165	283	280	205	111	145	84	160	97
NBC SUNDAY NIGHT MOVIE	A	13.8	22	1223	1723	312	278	104	799	363	595	501	347	166	594	277	449	398	270	104	199	127	130	85
SUN 9.14P 120 NBC 4	B	17.6	28	1559	1752	337	291	103	799	339	543	470	330	211	641	288	462	404	279	141	178	97	134	90
200 99 FF 4	C	17.6	28	1559	1752	337	291	103	799	339	543	470	330	211	641	288	462	404	279	141	178	97	134	90
BAY COVEN																								
9.00 - 9.30	A	14.6	21	1294	1796	321	287	110	834	377	614	531	355	179	596	264	447	421	278	97	196	105	170	112
9.30 - 10.00	A	13.9	20	1232	1770	323	289	111	822	382	611	514	353	171	594	274	450	408	278	101	195	113	159	101
10.00 - 10.30	A	13.5	21	1196	1717	311	275	104	796	362	599	499	353	160	590	277	447	397	269	102	207	137	124	77
10.30 - 11.00	A	13.7	22	1214	1664	303	269	97	769	346	572	480	334	160	591	280	444	384	263	108	204	140	100	68
11.00 - 11.30	A	13.7	25	1214	1652	294	266	99	770	344	572	476	331	159	600	293	457	374	257	112	184	132	98	67
NEWHART	A	16.9	25	1497	1513	333	254	98	818	271	438	433	344	325	515	184	331	334	241	163	73	50	107	59
MON 9.00P 30 CBS 6	B	17.7	27	1567	1583	369	292	107	858	304	496	476	365	300	504	188	319	305	233	160	102	59	120	75
210 99 CS 6	C	17.7	27	1567	1583	369	292	107	858	304	496	476	365	300	504	188	319	305	233	160	102	59	120	75
NFL MONDAY NIGHT FOOTBALL	A	17.3	29	1533	1595	207	167	42	528	160	299	274	261	194	891	326	555	529	416	262	86	19^	91	49
MON 9.00P 185 ABC 5	B	17.1	30	1518	1577	215	180	50	509	178	309	290	238	164	874	335	560	522	402	248	97	23	97	55
216 98 SE 5	C	17.1	30	1518	1577	215	180	50	509	178	309	290	238	164	874	335	560	522	402	248	97	23	97	55
WASHINGTON VS DALLAS																								
9.00 - 9.30	A	17.5	27	1551	1605	217	181	43	566	180	314	282	263	221	829	284	481	469	391	274	83	17^	127	70
CONT'D																								

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OCT. 19-25, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
NFL MONDAY NIGHT FOOTBALL-CONT'D																												
9.30 - 10.00					A	19.8	30	1754	1614	212	173	46	546	158	304	283	276	211	881	301	511	508	418	287	84	17^	103	56
10.00 - 10.30					A	20.3	31	1799	1618	197	165	48	511	152	291	271	256	190	906	337	573	550	422	259	103	27^	97	49
10.30 - 11.00					A	17.3	28	1533	1575	193	157	41^	496	147	284	261	256	179	928	356	602	567	431	252	78	21^	73	40^
11.00 - 11.30					A	15.6	29	1382	1577	216	170	41^	521	167	308	286	259	170	904	345	599	548	423	242	87	14^	64	36^
11.30 - 12.00					A	14.0	32	1240	1560	205	154	30^	520	158	291	260	254	189	889	334	570	522	405	251	78	12v	73	38^
12.00 - 12.30					A	14.0	35	1240	1544	207	159	30^	516	161	298	265	251	183	898	366	587	551	399	227	65	12v	66	35^
NIGHT COURT THU	10.08P	30	NBC	4	A	20.8	32	1843	1589	388	332	136	838	368	596	517	365	195	499	218	340	316	227	116	129	82	124	68
	202	99	CS	4	B	21.9	35	1936	1623	367	305	112	835	330	542	490	373	241	550	232	367	334	236	149	127	70	111	67
					C	21.9	35	1936	1623	367	305	112	835	330	542	490	373	241	550	232	367	334	236	149	127	70	111	67
10.00 - 10.30					A	21.1	33	1869	1596	390	333	137	842	370	599	522	369	194	497	218	338	316	226	116	130	81	128	72
10.30 - 11.00					A	19.9	31	1763	1572	382	330	134	829	365	589	504	356	198	505	220	348	317	229	117	126	86	112	58
OHARA SPECIAL(S) SAT	8.00P	60	ABC		A	11.4	21	1010	1685	220	160	45^	749	165	361	382	387	325	692	207	388	378	349	272	95	26^	150	96
	180	88	OP																									
8.00 - 8.30					A	10.9	20	966	1683	215	158	46^	741	158	353	381	388	321	688	202	384	376	350	272	96	30^	159	101
8.30 - 9.00					A	11.8	21	1045	1701	226	163	43^	763	172	372	386	390	331	701	213	395	383	350	274	95	23^	143	92
OLDEST ROOKIE WED	8.00P	60	CBS	6	A	12.1	19	1072	1633	271	207	99	782	278	453	402	343	290	512	172	281	282	269	190	121	63	217	124
	204	99	OP	6	B	11.9	20	1056	1591	266	196	80	784	208	398	399	390	327	568	158	299	294	294	230	86	39	152	87
					C	11.9	20	1056	1591	266	196	80	784	208	398	399	390	327	568	158	299	294	294	230	86	39	152	87
8.00 - 8.30					A	12.0	19	1063	1622	262	197	91	773	267	438	397	339	294	516	167	285	288	275	191	112	57^	222	131
8.30 - 9.00					A	12.3	19	1090	1629	277	214	106	785	285	464	403	345	285	504	176	275	274	260	188	130	68	211	115
OLYMPIC DIARY-MON MON	8.42P	1	ABC	5	A	13.8	21	1223	1574	186	134	62	668	186	315	287	310	313	638	215	328	307	283	248	102	34^	165	89
	181	91	SC	5	B	12.5	20	1106	1667	246	194	53	693	199	366	339	345	285	696	246	416	384	325	225	114	49	164	92
					C	12.5	20	1106	1667	246	194	53	693	199	366	339	345	285	696	246	416	384	325	225	114	49	164	92
OLYMPIC DIARY-FRI FRI	10.47P	1	ABC	6	A	11.8	23	1045	1636	262	214	111	799	239	470	444	390	289	692	186	402	446	388	205	83	30^	61	40^
	217	99	SC	6	B	12.8	25	1136	1590	293	223	96	825	250	466	445	400	303	611	185	374	380	307	186	76	37	77	47
					C	12.8	25	1136	1590	293	223	96	825	250	466	445	400	303	611	185	374	380	307	186	76	37	77	47
OLYMPIC DIARY-SAT 1 SAT	10.42P	1	ABC	5	A	9.0	18	797	1508	273	180	92	826	210	360	360	399	401	489	148	217	200	220	238	78^	59^	116	68^
	205	96	SC	5	B	8.9	18	789	1546	322	247	86	794	241	420	421	386	310	482	173	275	259	226	170	112	69	159	96
					C	8.9	18	789	1546	322	247	86	794	241	420	421	386	310	482	173	275	259	226	170	112	69	159	96
OLYMPIC DIARY-SUN SUN	6.59P	1	ABC	7	A	7.5	13	665	1730	269	223	62^	711	226	410	375	332	263	610	195	340	312	274	215	97	51^	312	219
	157	78	SC	7	B	6.7	13	592	1552	233	180	49^	717	168	321	322	324	352	608	170	312	303	279	251	87	49^	140	88
					C	6.7	13	592	1552	233	180	49^	717	168	321	322	324	352	608	170	312	303	279	251	87	49^	140	88
OUR HOUSE SUN	7.14P	60	NBC	6	A	11.7	18	1037	1832	336	291	73	755	258	458	442	340	244	590	193	389	400	314	142	199	102	289	214
	198	98	GD	6	B	12.8	22	1136	1825	355	298	75	810	281	481	456	352	272	575	208	369	347	276	158	170	92	270	182
CONT'D					C	12.8	22	1136	1825	355	298	75	810	281	481	456	352	272	575	208	369	347	276	158	170	92	270	182

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19–25, 1987

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
OUR HOUSE-CONT'D	7.00 - 7.30				A	9.6	15	851	1762	293	250	70^	693	217	397	377	309	255	637	190	418	443	347	159	166	95	266	198
	7.30 - 8.00				A	11.1	17	983	1816	330	285	65	749	238	434	430	347	258	577	180	369	389	313	147	197	103	293	223
	8.00 - 8.30				A	15.4	22	1364	1905	375	329	89	808	317	536	505	350	215	575	217	398	385	291	122	223	106	299	213
PRESIDENTIAL PORTRAIT					A	12.9	20	1143	1527	340	258	91	843	276	474	446	383	306	482	167	294	298	239	153	84	43	118	70
MON&TUE	9.58P	1	CBS	13	B	13.4	22	1185	1543	344	260	83	856	265	468	449	401	321	514	174	303	287	253	177	81	42	92	56
	208	99	DO	13	C	13.4	22	1185	1543	344	260	83	856	265	468	449	401	321	514	174	303	287	253	177	81	42	92	56
THU	10.40P	1																										
	9.30 - 10.00				A	13.0	20	1152	1521	334	252	97	829	280	469	439	374	307	508	180	314	321	249	154	71	40	113	62
	10.30 - 11.00				A	12.7	21	1125	1540	353	270	80	871	269	483	461	403	305	429	141	253	250	220	152	110	50^	130	87
PRIVATE EYE					A	10.8	21	957	1736	331	254	73	820	280	492	460	402	262	650	259	409	372	328	188	135	70	131	77
FRI	10.00P	60	NBC	5	B	11.2	21	989	1680	321	256	72	778	258	478	442	391	249	643	221	396	389	332	198	118	58	140	88
	205	99	PD	5	C	11.2	21	989	1680	321	256	72	778	258	478	442	391	249	643	221	396	389	332	198	118	58	140	88
	10.00 - 10.30				A	11.2	21	992	1772	341	266	80	816	293	498	460	391	251	650	257	415	373	328	184	144	83	162	94
	10.30 - 11.00				A	10.5	21	930	1681	316	239	64^	816	263	482	455	410	271	644	260	399	368	325	191	123	55^	97	57^
RAGS TO RICHES					A	10.4	18	921	1688	342	243	52^	850	216	403	436	403	355	465	130	221	245	245	190	174	143	198	142
FRI	8.00P	60	NBC	5	B	10.8	20	958	1737	311	240	48	808	245	432	424	376	315	447	135	245	251	222	164	158	104	323	213
	197	97	CS	5	C	10.8	20	958	1737	311	240	48	808	245	432	424	376	315	447	135	245	251	222	164	158	104	323	213
	8.00 - 8.30				A	10.5	19	930	1679	330	239	47^	859	213	400	434	401	367	463	123	215	244	250	189	166	134	192	143
	8.30 - 9.00				A	10.2	18	904	1713	357	251	59^	850	222	410	442	409	346	472	139	230	248	241	192	185	153	207	142
ST. ELSEWHERE					A	11.6	19	1028	1463	357	298	131	841	356	569	536	379	217	464	209	325	310	203	112	76	46^	81	42^
WED	10.00P	60	NBC	4	B	14.0	24	1243	1504	340	276	121	855	340	544	514	384	251	484	203	328	313	212	130	86	55	79	43
	205	99	GD	4	C	14.0	24	1243	1504	340	276	121	855	340	544	514	384	251	484	203	328	313	212	130	86	55	79	43
	10.00 - 10.30				A	11.9	19	1054	1446	354	293	125	823	346	551	514	364	222	454	200	317	303	197	109	82	48^	88	47^
	10.30 - 11.00				A	11.3	19	1001	1481	360	303	137	860	368	589	559	395	211	476	217	334	316	208	115	71	44^	74	37^
SECOND CHANCE					A	2.5	4	222	1667	271^	204^	44v	664	326	432	370	285^	187^	474	201^	322	291	195^	130^	288	95^	241^	186^
SAT	9.30P	30	FOX	1	B	2.5	4	222	1667	271^	204^	44v	664	326	432	370	285^	187^	474	201^	322	291	195^	130^	288	95^	241^	186^
	115	85	CS	1	C	2.5	4	222	1667	271^	204^	44v	664	326	432	370	285^	187^	474	201^	322	291	195^	130^	288	95^	241^	186^
60 MINUTES					A	22.3	35	1976	1600	301	221	68	800	176	360	370	390	376	701	169	352	358	367	294	40	15^	58	38
SUN	7.00P	60	CBS	6	B	20.1	34	1782	1552	304	210	50	779	160	320	330	360	397	684	168	329	340	339	298	36	14^	53	29
	211	99	DN	6	C	20.1	34	1782	1552	304	210	50	779	160	320	330	360	397	684	168	329	340	339	298	36	14^	53	29
	7.00 - 7.30				A	21.6	35	1914	1564	290	211	66	775	168	344	351	373	370	697	171	346	346	360	297	35	13^	56	37
	7.30 - 8.00				A	23.0	35	2038	1634	312	231	69	823	183	375	389	406	381	705	168	358	369	373	291	45	16^	61	39
SPECIAL MOVIE PRSNT-WED(S)					A	15.5	25	1373	1636	292	219	75	845	236	435	430	412	344	521	147	275	284	279	207	107	62	163	82
WED	9.00P	120	CBS																									
	208	99	FF																									
SADIE AND SON																												
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.19-25,1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
VENING CONT'D																												
SPECIAL MOVIE PRSNT-WED(-CONT'D																												
	9.00 - 9.30				A	14.7	23	1302	1638	283	216	84	831	227	424	421	410	343	512	140	266	285	278	203	102	61	193	93
	9.30 - 10.00				A	15.6	24	1382	1635	288	222	68	840	231	435	440	411	337	504	137	258	272	274	204	113	69	178	93
	10.00 - 10.30				A	16.0	26	1418	1644	297	218	74	858	245	447	439	416	343	527	153	283	283	278	208	108	62	150	77
	10.30 - 11.00				A	15.7	27	1391	1629	298	218	75	850	239	435	418	412	350	541	156	291	295	287	212	106	54	133	66
SPORTSBREAK-SAT					A	6.6	12	585	1558	335	228	113	788	235	404	412	333	338	615	154	354	410	347	196	64^	<<	91^	30^
SAT	9.58P	1	CBS	5	B	8.2	15	728	1631	298	222	68	796	213	388	404	363	340	621	174	341	366	333	225	77	29^	138	83
	206	99	SN	5	C	8.2	15	728	1631	298	222	68	796	213	388	404	363	340	621	174	341	366	333	225	77	29^	138	83
SPORTSBREAK-SUN					A	12.5	19	1108	1469	387	281	77	916	281	469	434	408	377	421	128	211	164	203	189	54^	27^	78	41^
SUN	9.50P	1	CBS	5	B	15.2	24	1350	1590	365	266	77	894	236	465	459	442	357	534	153	284	273	273	213	74	37	88	56
	210	99	SN	5	C	15.2	24	1350	1590	365	266	77	894	236	465	459	442	357	534	153	284	273	273	213	74	37	88	56
SURVIVAL ANGLIA:ROCK DWLR(S)					A	8.2	12	727	1624	234	166	51^	730	168	348	351	353	343	635	156	359	324	366	255	75^	17v	184	116
THU	8.43P	60	CBS																									
	205	99	DO																									
ROCK DWELLING PREDATORS	8.30 - 9.00				A	7.3	11	647	1568	214	150	27^	720	150	318	326	321	364	620	133	329	298	345	276	76^	14v	151	92^
	9.00 - 9.30				A	8.4	12	744	1666	234	163	58^	724	165	346	348	362	339	663	163	376	347	393	261	75^	17v	204	128
	9.30 - 10.00				A	8.8	13	780	1615	260	192	62^	765	195	390	389	370	333	596	169	360	307	333	222	75^	19v	178	116
TRACEY ULLMAN SHOW					A	2.9	4	257	1650	319	236^	48v	597	337	438	390	233^	76^	606	363	553	446	238^	41v	182^	90^	266	176^
SUN	9.00P	30	FOX	5	B	3.2	5	284	1649	340	291	80^	627	354	492	427	235	94^	602	322	505	410	245	83^	224	134	196	133
	117	86	CS	5	C	3.2	5	284	1649	340	291	80^	627	354	492	427	235	94^	602	322	505	410	245	83^	224	134	196	133
20/20					A	12.1	23	1072	1646	282	227	107	791	252	457	436	362	283	686	200	403	448	367	197	91	36^	77	54^
FRI	10.00P	60	ABC	6	B	12.5	24	1108	1595	280	215	96	807	252	457	438	383	294	616	197	378	385	300	184	82	40	91	58
	217	99	DN	6	C	12.5	24	1108	1595	280	215	96	807	252	457	438	383	294	616	197	378	385	300	184	82	40	91	58
	10.00 - 10.30				A	12.5	23	1108	1633	284	227	106	781	258	444	416	341	284	679	208	402	447	350	193	89	37^	85	59
	10.30 - 11.00				A	11.8	23	1045	1645	277	224	107	796	243	467	454	382	280	689	189	400	446	382	199	93	35^	67	48^
21 JUMP STREET					A	5.1	8	452	1721	366	304	75^	759	365	568	403	334	154	485	294	401	268	172	71^	270	116^	207	116^
SUN	7.00P	60	FOX	6	B	5.4	9	475	1687	373	323	84	723	340	545	440	313	133	514	291	409	306	192	84	255	134	196	115
	117	86	OP	6	C	5.4	9	475	1687	373	323	84	723	340	545	440	313	133	514	291	409	306	192	84	255	134	196	115
	7.00 - 7.30				A	4.9	8	434	1765	359	297	74^	764	359	553	386	340	184	507	309	427	292	180	75^	270	123^	224	128^
	7.30 - 8.00				A	5.2	8	461	1713	380	315	77^	769	378	593	426	335	128^	473	286	384	250	167	68^	275	111^	196	106^
227					A	17.5	32	1551	1739	319	240	59	876	228	425	420	392	386	457	139	212	213	192	202	147	82	258	177
SAT	8.30P	30	NBC	4	B	17.3	31	1528	1685	324	252	63	890	260	450	413	365	392	431	135	232	220	188	172	140	91	224	153
	202	99	CS	4	C	17.3	31	1528	1685	324	252	63	890	260	450	413	365	392	431	135	232	220	188	172	140	91	224	153
VALERIE'S FAMILY					A	16.2	24	1435	1832	322	275	121	787	345	562	430	307	193	413	186	315	275	184	75	246	145	386	273
MON	8.30P	30	NBC	5	B	17.5	27	1552	1830	329	287	109	741	339	538	449	294	166	436	209	333	288	182	83	254	133	399	267
	202	99	CS	5	C	17.5	27	1552	1830	329	287	109	741	339	538	449	294	166	436	209	333	288	182	83	254	133	399	267

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PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
WEREWOLF				A	4.5	6	399	1938	372	311	95^	758	397	628	485	314	80^	634	355	545	457	263	58^	274	95^	272	149^
SUN 8.00P	30	FOX	1	B	4.5	6	399	1938	372	311	95^	758	397	628	485	314	80^	634	355	545	457	263	58^	274	95^	272	149^
117	86	SM	1	C	4.5	6	399	1938	372	311	95^	758	397	628	485	314	80^	634	355	545	457	263	58^	274	95^	272	149^
WEST 57TH				A	6.0	12	532	1603	319	222	107^	803	239	404	411	385	321	651	156	366	405	379	222	71^	7v	78^	40^
SAT 10.00P	60	CBS	4	B	6.4	13	569	1566	299	233	86	765	257	424	402	332	281	597	186	369	379	307	188	92	38^	112	62
199	98	DN	4	C	6.4	13	569	1566	299	233	86	765	257	424	402	332	281	597	186	369	379	307	188	92	38^	112	62
10.00 - 10.30				A	5.9	11	523	1599	331	232	111^	829	243	415	417	388	344	631	154	347	387	358	222	66^	1v	73^	33^
10.30 - 11.00				A	6.1	12	540	1607	307	212	103^	778	235	394	404	382	299	671	158	385	422	400	222	75^	12v	83^	46^
WISEGUY				A	11.5	18	1019	1559	313	236	70	829	249	437	419	368	333	512	157	309	299	275	182	102	36^	116	72
THU 9.43P	60	CBS	5	B	12.2	19	1077	1597	308	227	72	794	236	431	422	377	302	603	204	370	354	309	198	93	41	108	63
206	99	OP	5	C	12.2	19	1077	1597	308	227	72	794	236	431	422	377	302	603	204	370	354	309	198	93	41	108	63
9.30 - 10.00				A	9.6	14	851	1620	310	228	68^	841	243	434	421	379	352	536	160	322	299	285	198	99	34^	145	88
10.00 - 10.30				A	12.0	18	1063	1533	307	232	66	814	243	425	409	359	333	511	154	309	300	276	181	102	33^	107	67
10.30 - 11.00				A	13.0	21	1152	1534	324	249	78	838	263	461	435	371	310	485	158	294	292	259	166	104	42^	106	68
WOMEN IN PRISON				A	2.5	5	222	1455	289	224^	34v	500	222^	292	295	278^	133^	539	222^	392	337	248^	120^	111^	55v	306	215^
SAT 8.30P	30	FOX	1	B	2.5	5	222	1455	289	224^	34v	500	222^	292	295	278^	133^	539	222^	392	337	248^	120^	111^	55v	306	215^
116	85	CS	1	C	2.5	5	222	1455	289	224^	34v	500	222^	292	295	278^	133^	539	222^	392	337	248^	120^	111^	55v	306	215^
WORLD SERIES PRE GAME #3(S)				A	17.2	28	1524	1602	216	161	44	636	169	288	285	263	304	719	233	388	385	292	277	108	44	140	92
TUE 8.00P	23	ABC																									
216	99	SC																									
WORLD SERIES GAME #3(S)				A	24.9	40	2206	1587	225	173	47	597	149	279	278	269	275	823	269	458	444	353	308	72	23^	94	63
TUE 8.23P	179	ABC																									
217	99	SE																									
MINNESOTA VS ST. LOUIS																											
8.00 - 8.30				A	18.4	30	1630	1600	215	164	38^	606	151	272	265	254	298	741	226	387	382	301	302	114	41	139	99
8.30 - 9.00				A	20.9	32	1852	1619	223	169	45	603	148	271	265	263	294	775	240	409	392	328	314	105	38	136	97
9.00 - 9.30				A	25.0	39	2215	1586	211	162	45	596	137	267	277	276	283	802	248	422	415	344	320	84	27^	105	71
9.30 - 10.00				A	26.1	40	2312	1578	210	163	43	593	140	272	271	273	276	836	262	455	443	366	320	56	13^	93	62
10.00 - 10.30				A	27.0	43	2392	1588	220	169	50	591	151	271	265	257	276	850	285	482	463	359	312	58	17^	88	59
10.30 - 11.00				A	26.9	44	2383	1585	242	185	53	605	160	294	295	272	263	846	296	493	479	360	293	65	19^	69	42
11.00 - 11.30				A	25.0	45	2215	1567	252	196	51	599	165	305	304	276	251	836	289	496	477	369	285	63	22^	70	43
WORLD SERIES PRE GAME #4(S)				A	15.8	27	1400	1550	216	160	47	642	164	297	276	270	303	671	206	340	325	268	293	99	48	138	88
WED 8.00P	18	ABC																									
217	99	SC																									
WORLD SERIES GAME #4(S)				A	23.8	38	2109	1614	204	158	49	607	154	291	289	264	270	818	257	445	421	368	320	89	32	100	60
WED 8.18P	192	ABC																									
217	99	SE																									
CONT'D																											

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY / TIME #STNS / DUR CVG% / NET TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
VENING CONT'D																								
ORLD SERIES GAME #4(S)-CONT'D																								
MINNESOTA VS ST. LOUIS																								
8.00 - 8.30	A	17.6	29	1559	1601	200	157	44	634	153	286	269	263	309	737	228	380	358	297	322	90	41	140	86
8.30 - 9.00	A	21.1	34	1869	1629	200	160	46	627	145	289	277	270	297	779	243	407	390	329	326	90	37	133	80
9.00 - 9.30	A	24.7	38	2188	1621	193	149	46	612	146	280	278	259	285	808	246	422	409	364	332	85	33	116	73
9.30 - 10.00	A	26.3	40	2330	1619	194	145	48	600	152	281	284	258	271	828	246	442	423	383	332	84	31	107	67
10.00 - 10.30	A	26.1	41	2312	1611	211	164	51	606	167	296	294	253	263	812	254	446	420	373	312	105	37	89	52
10.30 - 11.00	A	24.6	40	2180	1609	214	165	53	590	159	297	299	261	247	839	275	472	442	382	309	96	30	85	49
11.00 - 11.30	A	22.5	43	1994	1601	215	168	50	601	155	308	307	285	249	864	288	496	458	392	311	73	25^	63	33
ORLD SERIES GAME #5(S)	A	23.4	38	2073	1570	203	156	37	588	133	273	258	265	280	835	224	434	436	397	335	81	24^	66	35
THU 8.38P 207 ABC																								
218 99 SE																								
MINNESOTA VS ST. LOUIS																								
8.30 - 9.00	A	18.5	29	1639	1596	172	123	24^	625	99	243	250	306	339	799	190	350	365	358	378	83	40	89	51
9.00 - 9.30	A	22.8	35	2020	1572	188	146	31^	595	129	257	239	254	304	824	228	421	412	374	343	78	27^	75	38
9.30 - 10.00	A	24.3	37	2153	1546	187	142	33	574	127	246	232	242	293	837	237	436	422	387	339	72	17^	62	30
10.00 - 10.30	A	24.9	38	2206	1554	203	154	37	562	131	259	241	250	270	847	232	447	455	406	330	82	23^	63	31
10.30 - 11.00	A	26.2	42	2321	1591	213	165	43	578	141	284	266	264	261	849	227	453	464	416	325	95	24^	69	38
11.00 - 11.30	A	23.1	39	2047	1586	220	174	41	598	147	297	275	269	267	848	215	441	451	417	334	82	24^	58	32
11.30 - 12.00	A	22.8	44	2020	1580	225	176	44	611	142	311	299	291	262	839	226	453	454	408	324	76	18^	53	33
12.00 - 12.30	A	21.1	47	1869	1549	227	180	49	594	138	309	299	288	249	825	231	455	446	400	314	70	19^	60	40
WORLD SERIES PRE GAME #7(S)	A	19.3	30	1710	1817	264	223	51	694	201	375	354	297	285	805	260	454	436	354	296	106	45	212	131
SUN 8.00P 16 ABC																								
217 99 SC																								
WORLD SERIES GAME #7(S)	A	32.6	50	2888	1774	257	208	52	683	188	360	351	314	279	881	267	509	496	431	305	98	28	112	70
SUN 8.16P 207 ABC																								
218 99 SE																								
ST. LOUIS VS MINNESOTA																								
8.00 - 8.30	A	23.4	35	2073	1787	251	209	46	681	185	353	335	294	290	855	268	480	462	387	316	97	31	155	103
8.30 - 9.00	A	28.3	41	2507	1789	251	208	42	684	190	358	339	302	290	859	258	478	471	408	319	94	31	151	97
9.00 - 9.30	A	33.6	48	2977	1769	250	202	47	679	190	349	345	305	283	875	280	503	479	413	307	90	28	125	82
9.30 - 10.00	A	34.2	49	3030	1778	249	197	50	682	188	350	348	310	283	875	269	508	487	423	303	102	30	120	77
10.00 - 10.30	A	35.4	52	3136	1756	252	200	50	674	183	349	348	311	278	875	261	512	495	436	301	103	28	104	63
10.30 - 11.00	A	35.5	54	3145	1765	267	214	52	687	184	363	358	326	277	887	257	513	509	449	306	99	29	92	56
11.00 - 11.30	A	34.6	59	3066	1776	269	220	63	689	191	379	362	329	267	907	271	530	526	459	302	98	23	82	49
11.30 - 12.00	A	29.1	57	2578	1769	269	222	68	691	199	393	372	327	256	892	281	539	526	442	285	100	28	86	52

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT					A	10.9	21	969	228	166	721	153	293	296	337	381	578	145	255	270	260	271	22^	18^	19^	47	19^	21^
MON-FRI	6.30P	30	ABC	20	B	10.0	20	886	220	160	748	143	295	297	353	410	564	125	237	256	258	278	24^	24^	25^	38	15^	19^
	205	97	N	20	C	10.0	20	886	220	160	748	143	295	297	353	410	564	125	237	256	258	278	24^	24^	25^	38	15^	19^
ABC WRLD NEWS TONIGHT-SUN					A	5.0	10	443	270	192	732	139^	292	308	341	385	618	161	261	271	254	302	17v	30v	33v	36v	32v	21v
SUN	6.30P	30	ABC	4	B	6.3	13	556	215	160	740	137	264	278	308	428	606	127	249	252	260	314	28^	29^	28^	19^	18^	18^
	156	77	N	4	C	6.3	13	556	215	160	740	137	264	278	308	428	606	127	249	252	260	314	28^	29^	28^	19^	18^	18^
CBS EVENING NEWS-RATHER					A	12.0	23	1063	236	149	747	135	282	319	341	396	587	104	232	254	291	310	30^	17^	29^	39	21^	20^
MON-FRI	6.30P	30	CBS	25	B	11.3	23	1004	221	137	749	131	275	303	336	414	572	112	229	236	270	304	26	17^	27	35	19^	20^
	209	99	N	25	C	11.3	23	1004	221	137	749	131	275	303	336	414	572	112	229	236	270	304	26	17^	27	35	19^	20^
CBS EVENING NEWS-SUNDAY(B)					A	6.2	11	549	283	198	821	145	286	334	357	441	601	87^	234	240	347	329	24v	64^	46^	9v	16v	16v
SUN	6.00P	30	CBS																									
	119	60	N																									
CBS SAT. NEWS-SCHIEFFER					A	5.0	10	443	186	125^	733	130^	230	249	251	467	513	146	242	275	218	228	41^	12v	25v	39^	23v	21v
SAT	6.30P	30	CBS	5	B	6.7	15	595	173	100	719	116	199	208	261	481	588	135	245	254	257	308	36^	11v	32^	34^	21^	10v
	163	89	N	5	C	6.7	15	595	173	100	719	116	199	208	261	481	588	135	245	254	257	308	36^	11v	32^	34^	21^	10v
NBC NIGHTLY NEWS					A	10.6	20	937	189	137	773	124	294	327	346	419	578	128	248	262	248	278	34^	36^	34^	29^	17^	15^
MON-FRI	6.30P	30	NBC	20	B	9.9	20	878	203	143	771	119	277	311	347	433	572	128	238	246	243	290	28^	33	28^	27^	17^	18^
	203	99	N	20	C	9.9	20	878	203	143	771	119	277	311	347	433	572	128	238	246	243	290	28^	33	28^	27^	17^	18^
NBC NIGHTLY NEWS-SAT.					A	5.5	11	487	242	149	822	126^	257	279	317	512	524	57^	181	192	230	316	31v	16v	22v	42^	8v	14v
SAT	6.30P	30	NBC	4	B	6.7	14	593	198	137	785	122	246	250	296	489	590	111	220	233	229	325	29^	31^	25^	25^	16^	16^
	168	91	N	4	C	6.7	14	593	198	137	785	122	246	250	296	489	590	111	220	233	229	325	29^	31^	25^	25^	16^	16^

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TE FRINGF																												
BC NEWS:NIGHTLINE					A	5.1	15	452	1530	271	174	199	51^	791	174	411	395	499	466	49^	615	166	356	345	398	377	31v	1v
	11.30P	31	ABC	13	B	5.2	16	464	1443	257	195	192	72	735	198	374	356	417	374	66	590	166	310	290	351	317	24^	24^
FRI	202	97	N	13	C	5.2	16	464	1443	257	195	192	72	735	198	374	356	417	374	66	590	166	310	290	351	317	24^	24^
11.30 - 12.00					A	5.2	15	461	1513	269	174	198	50^	781	172	408	392	495	462	49^	609	164	353	341	394	373	31v	1v
12.00 - 12.30					A	3.9	13	346	1511	225	110^	147^	37v	796	155^	355	342	440	417	38v	583	177^	334	334	373	359	40v	<<
BC NEWS:NIGHTLINE-MON.					A	4.2	23	372	1386	204	165^	178	39v	579	95^	302	302	342	302	38v	777	164^	463	438	530	517	<<	<<
	12.48A	31	ABC	7	B	3.9	21	348	1356	229	192	174	64^	546	149	319	307	346	299	73^	725	261	477	452	518	480	27^	12v
ON	210	97	N	7	C	3.9	21	348	1356	229	192	174	64^	546	149	319	307	346	299	73^	725	261	477	452	518	480	27^	12v
12.30 - 1.00					A	4.6	23	408	1377	207	175	187	51^	571	113^	318	318	355	304	52^	773	196	474	441	531	512	<<	<<
1.00 - 1.30					A	3.9	22	346	1410	204	159^	173^	31v	592	83^	293	293	336	305	28v	789	143^	460	441	535	527	<<	<<
C NEWS:NIGHTLINE-TUE					A	4.9	19	434	1292	188	125^	150	22v	570	113^	263	258	318	300	62^	681	210	372	353	437	413	18v	<<
	11.57P	37	ABC	2	B	6.1	24	543	1384	194	128	149	57^	634	137	293	273	339	316	65^	637	177	354	333	397	379	30^	19v
UE	212	98	N	2	C	6.1	24	543	1384	194	128	149	57^	634	137	293	273	339	316	65^	637	177	354	333	397	379	30^	19v
11.30 - 12.00					A	6.4	22	567	1381	219	144	154	39^	608	148	302	294	345	314	73^	727	254	441	423	490	454	19v	<<
12.00 - 12.30					A	4.9	19	434	1291	186	121^	150	21v	566	111^	259	254	315	299	64^	682	208	367	347	436	410	18v	<<
12.30 - 1.00					A	3.6	17	319	1254	178^	137^	152^	12v	586	95^	272	272	321	308	28v	644	174^	343	327	406	406	13v	<<
ABC NEWS:NIGHTLINE-WED					A	4.1	18	363	1441	213	168^	158^	42v	542	91^	252	239	282	253	72^	836	297	488	443	521	505	26v	<<
	12.16A	31	ABC	2	B	4.2	19	373	1380	198	142	141	64^	623	155	294	273	309	282	47^	646	189	360	333	384	368	11v	16v
WED	210	98	N	2	C	4.2	19	373	1380	198	142	141	64^	623	155	294	273	309	282	47^	646	189	360	333	384	368	11v	16v
12.00 - 12.30					A	4.5	18	399	1437	226	169	164	44^	542	101^	257	245	295	264	84^	831	297	487	435	512	494	29v	<<
12.30 - 1.00					A	3.8	18	337	1434	199	166^	151^	40v	538	80^	245	231	267	241	59^	834	294	486	448	527	512	23v	<<
ABC NEWS:NIGHTLINE-THU					A	4.0	20	354	1490	299	216	222	93^	641	164^	391	366	411	361	73^	757	252	472	451	523	496	26v	17v
THU	12.41A	32	ABC	2	B	3.6	17	320	1452	236	184	185	47^	662	150	330	318	354	328	61^	703	227	380	355	423	400	20v	8v
	211	98	N	2	C	3.6	17	320	1452	236	184	185	47^	662	150	330	318	354	328	61^	703	227	380	355	423	400	20v	8v
12.30 - 1.00					A	4.3	20	381	1478	294	213	219	98^	630	155^	388	363	406	357	66^	749	237	469	455	526	497	22v	25v
1.00 - 1.30					A	3.5	19	310	1538	313	225	230	86^	671	185^	405	377	427	374	88^	785	283	485	452	526	504	34v	5v
ABC WEEKEND REPORT-SAT.					A	2.0	6	177	1383	210^	104^	129^	141^	725	167^	290^	207^	235^	209^	33v	425	91v	143^	142^	218^	187^	33v	52v
SAT	11.30P	15	ABC	4	B	2.0	6	179	1298	234	189	183	88^	679	161^	330	293	349	315	56^	478	115^	248	228	280	257	21v	30v
	137	74	N	4	C	2.0	6	179	1298	234	189	183	88^	679	161^	330	293	349	315	56^	478	115^	248	228	280	257	21v	30v
ABC WEEKEND REPORT-SUN.					A	1.6	10	142	1545	277^	277^	246^	69v	681	248^	409^	374^	405^	373^	103v	687	217^	441^	441^	475	435^	146^	<<
SUN	12.27A	15	ABC	4	B	1.9	8	164	1428	252	216	215	47^	679	161^	359	349	413	394	46^	586	188	409	408	436	415	43v	38v
	144	75	N	4	C	1.9	8	164	1428	252	216	215	47^	679	161^	359	349	413	394	46^	586	188	409	408	436	415	43v	38v
12.00 - 12.30					A	1.8	11	159	1425	263^	263^	236^	66v	637	204^	351^	321^	373^	347^	87v	645	159^	385^	385^	413	380^	123^	<<
12.30 - 1.00					A	1.6	10	142	1530	273^	273^	241^	68v	672	253^	413^	377^	401^	369^	104v	677	226^	443^	443^	478	437^	148^	<<
CBS LATE NIGHT I					A	3.3	14	295	1370	259	183	203	83^	742	217	398	365	428	383	59^	482	173	313	299	337	304	18v	19v
MON	12.05A	64	CBS	20	B	3.7	15	328	1379	265	199	218	85	774	213	397	371	438	392	50^	496	170	305	292	343	314	14v	21^
	176	86	FF	20	C	3.7	15	328	1379	265	199	218	85	774	213	397	371	438	392	50^	496	170	305	292	343	314	14v	21^
CONT'D																												

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LATE FRINGE CONT'D																								
CBS LATE NIGHT I-CONT'D																								
TUE 11.30P 66																								
WED 11.30P 65																								
THU 12.13A 66																								
11.30 - 12.00	A	3.7	12	323	1384	263	176	198	97^	685	240	384	347	403	352	45^	517	174	337	336	385	351	23v	17v
12.00 - 12.30	A	3.2	13	280	1356	259	186	215	62^	738	211	392	364	430	398	46^	467	150	301	294	342	312	14v	14v
12.30 - 1.00	A	3.3	16	292	1414	270	200	211	84^	796	209	422	390	455	409	87^	486	198	320	284	307	274	20v	22v
1.00 - 1.30	A	3.2	19	287	1323	228	155^	158^	128^	787	211	404	358	425	353	67^	456	192	292	273	288	255	15v	34v
CBS LATE NIGHT II	A	2.1	13	186	1271	283	209	220	79^	712	215	419	382	442	402	62^	427	199	315	298	336	298	29v	10v
MON 1.09A 51 CBS 25	B	2.3	15	207	1358	298	231	247	97^	754	242	433	403	471	424	69^	481	205	332	310	358	317	14v	24v
173 86 FF 25	C	2.3	15	207	1358	298	231	247	97^	754	242	433	403	471	424	69^	481	205	332	310	358	317	14v	24v
TUE 12.36A 49																								
WED 12.35A 46																								
THU 1.19A 47																								
FRI 12.30A 60																								
12.30 - 1.00	A	2.3	12	203	1325	257	198	219	58^	703	216	398	370	424	400	57^	436	191	320	308	362	324	38v	6v
1.00 - 1.30	A	2.1	14	190	1275	280	206	224	71^	720	218	423	388	444	409	71^	426	204	316	300	336	289	30v	3v
1.30 - 2.00	A	1.7	14	151	1262	348	245^	232^	134^	759	216^	469	414	499	419	54v	441	220^	323	294^	316	292^	16v	31v
2.00 - 2.30	A	1.8	15	159	1123	318^	234^	184^	137^	664	257^	431	373^	428	348^	38v	398^	139^	319^	319^	319^	281^	<<	34v
CBS NEWS NIGHTWATCH-1	A	1.0	11	92	1328	324^	246^	203^	107^	756	333^	512	444	484	444	93v	376^	216^	328^	314^	320^	272^	32v	<<
TUWSU 2.00A 30 CBS 22	B	0.9	10	79	1252	258^	202^	182^	80v	751	279^	423	383	437	403	75v	398	177^	282^	263^	280^	239^	15v	6v
49 54 N 22	C	0.9	10	79	1252	258^	202^	182^	80v	751	279^	423	383	437	403	75v	398	177^	282^	263^	280^	239^	15v	6v
CBS NEWS NIGHTWATCH-2	A	0.9	13	84	1253	341^	257^	228^	90v	748	327^	497	447	483	444	82v	415	215^	325^	298^	306^	276^	24v	8v
M-WSU 2.30A 30 CBS 25	B	0.9	13	80	1272	294^	212^	193^	75v	755	283^	434	406	463	423	58v	418	177^	286^	265^	281^	252^	12v	9v
57 60 N 25	C	0.9	13	80	1272	294^	212^	193^	75v	755	283^	434	406	463	423	58v	418	177^	286^	265^	281^	252^	12v	9v
THU 2.43A 17																								
CBS NEWS NIGHTWATCH-3	A	0.9	18	78	1201	354^	213^	242^	74v	701	233^	368^	344^	454	414^	43v	399^	156^	270^	265^	265^	246^	18v	13v
M-THSU 3.00A 180 CBS 25	B	0.9	18	77	1179	330^	196^	224^	69v	730	216^	337	316^	412	369	42v	358	131^	218^	209^	218^	189^	<<	<<
99 80 N 25	C	0.9	18	77	1179	330^	196^	224^	69v	730	216^	337	316^	412	369	42v	358	131^	218^	209^	218^	189^	<<	<<
3.00 - 3.30	A	1.0	15	85	1231	292^	209^	179^	84v	714	279^	423	400	435	386^	55v	408	194^	311^	307^	309^	279^	21v	24v
3.30 - 4.00	A	0.9	17	78	1217	320^	227^	203^	85v	711	258^	390^	368^	447	397^	51v	401^	181^	286^	281^	281^	259^	23v	15v
4.00 - 4.30	A	0.9	16	78	1201	363^	195^	249^	72v	704	239^	364^	342^	474	437	35v	397^	160^	284^	284^	284^	270^	21v	12v
4.30 - 5.00	A	0.9	20	76	1256	371^	211^	258^	69v	705	217^	368^	343^	463	431^	60v	459	181^	338^	326^	326^	299^	21v	12v
5.00 - 5.30	A	0.8	9	71	1141	376^	214^	273^	67v	677	195^	338^	312^	449^	414^	37v	396^	120^	232^	221^	221^	208^	13v	<<
5.30 - 6.00	A	0.9	20	82	1128	401^	218^	292^	66v	677	200^	312^	287^	447	410^	18v	325^	92v	161^	161^	161^	153^	11v	10v
CBS NEWS SPECIAL(S)	A	7.1	20	629	1403	300	225	237	67^	775	206	410	383	441	402	80^	589	204	328	305	370	325	13v	2v
MON 11.30P 35 CBS																								
CONT'D																								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.19-25,1987

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
CBS NEWS SPECIAL(S)-CONT'D																								
210 99 N																								
11.30 - 12.00	A	7.3	21	647	1405	301	226	236	66^	776	209	408	382	438	399	79^	592	202	327	304	371	327	12v	1v
12.00 - 12.30	A	5.7	19	505	1439	309	227	253	80^	794	191	434	407	479	436	87^	584	224	344	322	373	323	16v	9v
CBS SUNDAY NEWS-OSGOOD	A	3.5	7	310	1175	330	298	274	65^	829	231	441	441	500	436	53v	275	67^	118^	118^	143^	104^	33v	<<
SUN 11.00P 15 CBS 5	B	3.5	8	310	1350	302	234	248	61^	820	172	388	377	431	387	38^	444	90^	207	199	235	217	18v	8v
122 64 N 5	C	3.5	8	310	1350	302	234	248	61^	820	172	388	377	431	387	38^	444	90^	207	199	235	217	18v	8v
DAVID LETTERMAN I	A	3.6	20	315	1403	293	257	199	149	724	324	486	411	447	380	148	561	298	428	395	415	325	38^	20v
MON 12.52A 30 NBC 20	B	3.7	20	326	1402	268	232	207	118	682	307	462	408	452	399	139	602	325	476	430	460	390	38^	27^
204 99 GV 20	C	3.7	20	326	1402	268	232	207	118	682	307	462	408	452	399	139	602	325	476	430	460	390	38^	27^
TUWF 12.30A 30																								
THU 1.08A 30																								
12.30 - 1.00	A	3.8	19	335	1453	286	245	187	140	722	321	480	407	442	380	160	584	310	439	407	430	337	55^	22v
1.00 - 1.30	A	3.2	20	279	1301	305	282	225	157^	725	321	489	417	454	379	124^	524	281	415	378	395	309	<<	17v
1.30 - 2.00	A	3.1	23	275	1228	336	302	243	220^	752	392	565	439	477	401	107^	422	206^	329	299	315	239	<<	18v
DAVID LETTERMAN II	A	3.0	21	266	1409	288	259	192	161	735	362	509	424	459	391	158	567	323	437	404	422	320	33^	12v
MON 1.22A 30 NBC 20	B	3.0	21	268	1368	271	233	197	130	667	324	465	406	450	387	145	591	349	482	434	465	387	35^	21v
204 99 GV 20	C	3.0	21	268	1368	271	233	197	130	667	324	465	406	450	387	145	591	349	482	434	465	387	35^	21v
TUWF 1.00A 30																								
THU 1.38A 30																								
1.00 - 1.30	A	3.1	20	276	1457	266	237	166	160	728	364	501	415	449	381	174	599	351	457	421	438	331	45^	12v
1.30 - 2.00	A	2.8	22	244	1302	332	304	241	161^	745	353	519	436	473	405	126^	502	266	395	367	391	299	5v	10v
2.00 - 2.30	A	2.9	25	257	1335	346	309	274	169^	775	386	552	468	513	447	125^	490	262	394	364	382	300	13v	19v
FRIDAY NIGHT VIDEOS	A	2.8	19	248	1423	271	234^	129^	212^	619	378	470	316	351	312	239^	569	442	513	443	444	339	125^	42v
FRI 1.30A 60 NBC 4	B	2.6	19	230	1476	265	231	184	162	630	361	482	399	435	370	209	610	411	518	439	461	388	104^	52^
178 97 PC 4	C	2.6	19	230	1476	265	231	184	162	630	361	482	399	435	370	209	610	411	518	439	461	388	104^	52^
1.30 - 2.00	A	3.0	19	266	1440	253	217^	110^	195^	627	371	461	318	352	308	260	603	453	528	453	455	339	121^	29v
2.00 - 2.30	A	2.6	20	230	1403	293	252^	151^	231^	611	386	480	314	350	317	214^	530	429	495	432	432	339	129^	56v
G MICHAELS SPORTS MACHINE	A	1.5	6	133	1296	281^	230^	259^	72v	396^	165^	299^	261^	324^	290^	161^	830	401^	631	594	653	529	<<	<<
SUN 11.44P 15 NBC 6	B	1.7	7	151	1425	245	210^	215^	53v	514	155^	338	327	371	347	239	778	365	545	494	568	426	50v	33v
81 55 SC 6	C	1.7	7	151	1425	245	210^	215^	53v	514	155^	338	327	371	347	239	778	365	545	494	568	426	50v	33v
LATE SHOW-FOX	A	1.6	4	138	1410	256	239^	193^	174^	612	336	484	424	442	360	219^	544	324	455	369	401	322	96^	73^
MON-FRI 11.00P 60 FOX 40	B	1.6	4	144	1450	280	252	209	144^	640	327	469	423	464	400	175^	604	355	490	411	435	378	67^	54^
113 80 GV 40	C	1.6	4	144	1450	280	252	209	144^	640	327	469	423	464	400	175^	604	355	490	411	435	378	67^	54^
11.00 - 11.30	A	1.7	4	151	1395	249	229	194^	161^	605	330	493	433	455	378	228	548	329	457	376	411	314	98^	65^
11.30 - 12.00	A	1.4	4	126	1427	265^	252^	192^	190^	620	343	473	412	427	338	208^	540	317	453	360	389	332	93^	82^
OLYMPIC DIARY-MON 1 CONT'D	A	3.7	22	328	1391	216	176^	191^	25v	599	107^	327	327	366	340	30v	765	144^	451	436	541	527	<<	<<

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.19–25,1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																												
OLYMPIC DIARY-MON 1-CONT'D																												
MON	1.12A	1	ABC	6	B	3.4	19	304	1422	235	203	189	67^	567	167	363	351	385	336	73^	751	280	501	458	535	506	16v	19v
	207	97	SC	6	C	3.4	19	304	1422	235	203	189	67^	567	167	363	351	385	336	73^	751	280	501	458	535	506	16v	19v
OLYMPIC DIARY-TUE 1					A	4.1	17	363	1250	185	114^	139^	11v	564	99^	237	237	296	285	40v	660	184	368	354	452	438	11v	<<
TUE	12.23A	1	ABC	5	B	4.4	16	393	1352	227	173	177	60^	720	186	322	302	367	337	63^	522	143	266	258	316	274	26^	13v
	211	98	SC	5	C	4.4	16	393	1352	227	173	177	60^	720	186	322	302	367	337	63^	522	143	266	258	316	274	26^	13v
OLYMPIC DIARY-WED 1					A	3.7	18	328	1402	195	154^	144^	39v	520	66^	226	211	238	213	43v	823	294	497	469	549	534	18v	<<
WED	12.39A	1	ABC	5	B	4.2	17	372	1332	238	180	179	81^	662	173	339	308	352	318	51^	578	158	307	283	343	322	8v	20v
	210	98	SC	5	C	4.2	17	372	1332	238	180	179	81^	662	173	339	308	352	318	51^	578	158	307	283	343	322	8v	20v
OLYMPIC DIARY-THU 1					A	3.6	19	319	1559	327	230	247	77^	679	201	409	382	446	396	99^	803	303	527	481	549	534	38v	<<
THU	1.04A	1	ABC	6	B	4.2	16	375	1406	259	199	193	58^	681	176	363	350	399	369	61^	635	195	358	343	401	369	18v	25^
	211	98	SC	6	C	4.2	16	375	1406	259	199	193	58^	681	176	363	350	399	369	61^	635	195	358	343	401	369	18v	25^
OLYMPIC DIARY-FRI 1					A	4.1	13	363	1506	229	132^	167^	35v	773	147^	366	353	447	424	36v	607	156^	348	348	385	371	38v	<<
FRI	11.56P	1	ABC	6	B	4.5	13	394	1453	244	159	173	53^	724	174	332	320	382	346	46^	620	146	309	298	364	342	28^	19v
	202	97	SC	6	C	4.5	13	394	1453	244	159	173	53^	724	174	332	320	382	346	46^	620	146	309	298	364	342	28^	19v
SATURDAY NIGHT					A	9.5	29	842	1624	360	306	284	125	696	339	527	486	532	474	155	609	304	473	423	480	431	108	62^
SAT	11.30P	81	NBC	2	B	9.2	28	811	1586	321	276	259	132	682	356	513	464	502	446	149	606	311	488	441	485	438	99	67
	199	99	GV	2	C	9.2	28	811	1586	321	276	259	132	682	356	513	464	502	446	149	606	311	488	441	485	438	99	67
	11.30 - 12.00				A	10.7	29	948	1623	362	300	282	118	720	312	512	474	523	468	136	593	271	436	397	448	399	96	61^
	12.00 - 12.30				A	9.7	31	859	1601	361	313	284	133	681	355	534	490	534	467	165	605	308	477	428	490	438	116	57^
	12.30 - 1.00				A	7.7	28	682	1626	347	298	278	122	658	356	531	490	535	487	170	629	354	526	455	512	470	114	70^
TONIGHT SHOW					A	5.5	20	487	1380	272	232	213	105	750	248	441	399	443	393	91	502	188	317	299	335	285	35^	28^
MON	11.52P	60	NBC	18	B	5.7	21	507	1384	274	223	213	89	732	241	427	395	445	402	82	539	203	357	338	376	332	27^	28^
	202	99	GV	18	C	5.7	21	507	1384	274	223	213	89	732	241	427	395	445	402	82	539	203	357	338	376	332	27^	28^
TUWF	11.30P	60																										
THU	12.08A	60																										
	11.30 - 12.00				A	6.3	18	555	1393	289	246	233	103	754	253	463	422	466	419	81	495	172	298	282	320	286	48^	31^
	12.00 - 12.30				A	5.3	20	471	1391	256	215	195	106	751	248	429	388	434	381	99	513	193	323	302	338	283	34^	26^
	12.30 - 1.00				A	4.7	22	414	1332	277	243	214	106^	741	238	426	375	418	370	95^	500	218	352	337	368	294	11v	27v
	1.00 - 1.30				A	4.5	24	399	1308	311	277	240	127^	769	244	464	403	443	389	49^	451	181	291	288	329	283	<<	40v
TOP OF THE POPS					A	2.7	9	239	1373	311	285	291	71^	743	302	485	463	486	450	89^	508	261^	376	355	383	320	30v	30v
FRI	11.30P	60	CBS	5	B	2.3	8	204	1485	288	236	245	152^	728	294	478	438	479	416	104^	522	261	410	378	411	345	34v	73^
	166	86	GV	5	C	2.3	8	204	1485	288	236	245	152^	728	294	478	438	479	416	104^	522	261	410	378	411	345	34v	73^
	11.30 - 12.00				A	3.3	10	292	1414	329	300	306	91^	779	301	508	479	502	461	108^	535	266	384	357	382	309	11v	39v
	12.00 - 12.30				A	2.2	9	195	1249	270^	249^	255^	38v	654	290^	429	417	439	412	56v	446	242^	346	337	368	321^	58v	14v

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19–25, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.2	14	110	79^	316	286^	634	160^	441	406	427	175^	487	167^	313	315	277^	147^	12v	26v	<<	<<	<<
MON-FRI	6.15A	15	ABC	20	B	1.4	16	122	72^	317	283	620	164^	431	424	407	161^	485	160^	311	317	281	141^	13v	36v	16v	24v	16v
	138	82	N	20	C	1.4	16	122	72^	317	283	620	164^	431	424	407	161^	485	160^	311	317	281	141^	13v	36v	16v	24v	16v
ABC WORLD NEWS-MORN-645A					A	2.2	17	198	69^	259	224	562	134^	378	379	375	151^	472	148^	256	241	278	172	37v	27v	<<	8v	<<
MON-FRI	6.45A	15	ABC	20	B	2.2	17	191	71^	304	247	605	153	419	437	385	140	461	139	248	254	264	169	31v	45^	16v	25v	26v
	181	92	N	20	C	2.2	17	191	71^	304	247	605	153	419	437	385	140	461	139	248	254	264	169	31v	45^	16v	25v	26v
BEFORE HOURS					A	0.6	9	53	47v	366^	366^	686	188^	469^	456^	342^	184^	495^	173^	243^	229^	152v	227^	74v	20v	29v	<<	29v
MON-FRI	6.15A	15	NBC	20	B	0.6	9	56	64v	364^	336^	694	218^	453^	437^	332^	203^	393^	176^	229^	207^	103v	144^	35v	21v	16v	<<	20v
	144	85	N	20	C	0.6	9	56	64v	364^	336^	694	218^	453^	437^	332^	203^	393^	176^	229^	207^	103v	144^	35v	21v	16v	<<	20v
CBS MORNING NEWS- 6:30AM					A	1.2	12	103	26v	276^	142^	585	105^	242^	317^	352	257^	423	116^	185^	185^	228^	225^	27v	9v	46v	13v	47v
MON-FRI	6.30A	30	CBS	25	B	1.1	11	95	26v	305	147^	652	129^	272	313	367	307	334	96^	144^	140^	180^	181^	16v	17v	38v	34v	54v
	145	86	N	25	C	1.1	11	95	26v	305	147^	652	129^	272	313	367	307	334	96^	144^	140^	180^	181^	16v	17v	38v	34v	54v
CBS MORNING NEWS- 7:00AM					A	1.9	11	172	32v	264	186^	643	180^	327	410	338	201	427	125^	214	204	242	195	13v	11v	77^	33v	82^
MON-FRI	7.00A	30	CBS	25	B	2.0	12	173	31v	244	192	635	200	333	352	270	236	422	122^	213	214	228	185	25v	14v	43^	31v	56^
	200	98	N	25	C	2.0	12	173	31v	244	192	635	200	333	352	270	236	422	122^	213	214	228	185	25v	14v	43^	31v	56^
GOOD MORNING, AMERICA-730					A	4.7	23	418	53^	231	178	674	136	365	397	387	251	440	98	189	200	224	214	12v	1v	23^	19v	25^
MON-FRI	7.30A	30	ABC	20	B	4.5	23	394	57^	242	194	702	153	392	413	385	261	424	104	192	198	207	199	19^	6v	19^	20^	23^
	213	99	N	20	C	4.5	23	394	57^	242	194	702	153	392	413	385	261	424	104	192	198	207	199	19^	6v	19^	20^	23^
GOOD MORNING, AMERICA-830					A	4.9	23	431	61^	178	137	726	131	335	356	391	330	396	92	156	159	184	206	12v	4v	17v	23^	12v
MON	8.30A	15	ABC	20	B	4.6	23	409	76	207	166	773	155	376	393	401	341	360	75	133	144	164	192	13v	5v	18^	24^	13v
	211	98	N	20	C	4.6	23	409	76	207	166	773	155	376	393	401	341	360	75	133	144	164	192	13v	5v	18^	24^	13v
	8.30A	9																										
	& 8.54A	6																										
TUE-FRI	8.30A	30																										
GOOD MORNING, AMERICA-830(B)					A	3.0	14	266	94^	189^	146^	814	121^	350	373	431	413	275	59v	83^	129^	135^	127^	<<	<<	4v	18v	4v
MON	8.39A	15	ABC																									
	110	69	N																									
MORNING PROGRAM					A	1.9	9	169	33v	221	152^	773	195^	296	352	335	396	369	117^	177^	177^	135^	184^	9v	9v	41v	35v	54^
MON	7.30A	75	CBS	25	B	2.0	10	176	51^	220	159	754	201	317	338	315	377	381	107^	178	174	158	190	13v	7v	35v	32v	41^
	200	98	N	25	C	2.0	10	176	51^	220	159	754	201	317	338	315	377	381	107^	178	174	158	190	13v	7v	35v	32v	41^
	7.30A	30																										
	& 8.15A	45																										
TUE-FRI	7.30A	90																										
	7.30 - 8.00				A	1.9	9	165	34v	308	226	774	223	366	412	327	331	386	158^	221	236	147^	148^	6v	19v	54^	30v	69^
	8.00 - 8.30				A	1.8	9	161	26v	209	143^	762	191^	277	318	327	414	368	114^	178^	173^	135^	186^	10v	10v	35v	52v	67^
	8.30 - 9.00				A	2.0	10	177	37v	153^	91^	787	176^	250	327	353	444	358	82^	136^	128^	126^	218	11v	<<	33v	27v	31v
MORNING PROGRAM(B)					A	1.2	6	106	<<	235^	187^	818	212^	330^	426^	346^	392^	251^	95v	139v	139v	118v	111v	<<	30v	69v	53v	122v
CONT'D																												

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PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING CONT'D																											
MORNING PROGRAM(B)-CONT'D																											
MON 8.00A	15	CBS																									
123	78	N																									
NBC NEWS AT SUNRISE				A	2.1	23	186	58^	293	265	598	157^	400	428	360	152^	505	109^	218	223	251	242	54^	54^	18v	16v	28v
MON-FRI 6.00A	30	NBC	20	B	1.9	21	170	58^	342	290	659	160	414	438	372	200	480	119^	224	238	224	216	25v	51^	12v	9v	16v
198	98	N	20	C	1.9	21	170	58^	342	290	659	160	414	438	372	200	480	119^	224	238	224	216	25v	51^	12v	9v	16v
TODAY SHOW-7.30AM				A	4.5	22	402	54^	243	182	668	137	354	388	392	259	489	119	242	233	231	228	23^	14v	25^	29^	31^
MON-FRI 7.30A	30	NBC	20	B	4.4	22	392	59^	228	163	677	149	336	359	349	292	493	122	237	227	220	239	20^	16v	20^	19^	20^
205	99	N	20	C	4.4	22	392	59^	228	163	677	149	336	359	349	292	493	122	237	227	220	239	20^	16v	20^	19^	20^
TODAY SHOW-8.30AM				A	4.3	20	379	70^	159	134	736	132	334	360	387	352	410	82^	177	172	180	228	16v	11v	17v	18v	16v
MON-FRI 8.30A	30	NBC	20	B	4.4	22	391	80	164	130	720	152	332	352	355	342	426	84	189	180	198	230	11v	10v	17^	18^	14v
205	99	N	20	C	4.4	22	391	80	164	130	720	152	332	352	355	342	426	84	189	180	198	230	11v	10v	17^	18^	14v

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PROGRAM NAME / DAY / TIME #STNS / DUR CVG% / NET TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																									
ABC AFTERSCHOOL SPECIAL(S) WED 4.00P 60 ABC 167 87 FV		A	5.6	16	496	82^	168	137	174	731	294	443	318	357	270	250	234	119^	35^	88^	59^	67^	78^	88^	57^
THE DAY MY KID WENT PUNK 4.00 - 4.30		A	5.6	17	496	78^	192	159	174	765	313	464	342	381	285	262	220	122^	36^	72^	62^	58^	81^	83^	55^
4.30 - 5.00		A	5.6	16	496	87^	144	115^	173	697	276	421	295	332	255	238	248	117^	34^	104^	57^	76^	75^	92^	58^
ALL MY CHILDREN		A	7.6	27	675	145	230	215	148	833	363	567	439	483	348	222	258	79	27^	34^	40^	49^	39^	72	17^
MON-FRI 1.00P 60 ABC	20	B	7.6	27	673	155	243	219	151	874	385	576	440	491	349	247	239	83	15^	28^	23^	55	38	71	22^
215 99 DD	20	C	7.6	27	673	155	243	219	151	874	385	576	440	491	349	247	239	83	15^	28^	23^	55	38	71	22^
1.00 - 1.30		A	7.3	25	647	148	230	215	149	832	358	563	436	480	354	224	265	81	28^	35^	41^	52^	38^	73	17^
1.30 - 2.00		A	7.9	28	703	142	230	216	148	834	367	570	443	486	343	221	252	76	25^	33^	39^	47^	40^	71	17^
AMERICAN TREASURY		A	4.3	14	378	68^	136	80^	119	834	218	374	290	325	344	425	260	110	18v	40^	43^	42^	37^	40^	39^
M-F 3.58P 1 CBS	15	B	4.2	14	372	71^	157	105	122	879	239	407	316	365	356	422	249	123	16v	42^	36^	35^	41^	34^	42^
195 90 DO	15	C	4.2	14	372	71^	157	105	122	879	239	407	316	365	356	422	249	123	16v	42^	36^	35^	41^	34^	42^
ANOTHER WORLD		A	4.6	17	407	84	181	158	126	826	249	465	358	419	381	300	304	118	28^	35^	39^	21^	30^	35^	17v
MON 2.15P 45 NBC	18	B	4.5	16	395	88	216	182	123	880	263	493	385	446	416	326	285	117	19^	30^	29^	21^	34^	36^	18^
202 98 DD	18	C	4.5	16	395	88	216	182	123	880	263	493	385	446	416	326	285	117	19^	30^	29^	21^	34^	36^	18^
TUE-FRI 2.00P 60																									
2.00 - 2.30		A	4.5	16	397	80^	173	151	126	823	261	467	357	419	372	294	316	123	26^	29^	35^	22^	28^	35^	15v
2.30 - 3.00		A	4.7	17	415	88	189	164	125	831	239	464	359	419	390	307	295	114	30^	40^	44^	21^	32^	35^	19v
ANOTHER WORLD(B) MON 2.00P 15 NBC 169 80 DD		A	4.1	15	363	97^	166^	112^	114^	842	270	450	350	418	392	324	284	131^	13v	46^	27v	19v	42v	34v	26v
AS THE WORLD TURNS		A	6.1	22	537	77	157	89	109	927	208	407	314	392	420	442	263	116	18^	21^	27^	35^	29^	45^	18^
MON-THU 2.00P 60 CBS	25	B	5.8	21	514	87	150	98	119	925	223	421	318	392	413	430	248	114	16^	21^	29^	36^	33^	48^	21^
208 99 DD	25	C	5.8	21	514	87	150	98	119	925	223	421	318	392	413	430	248	114	16^	21^	29^	36^	33^	48^	21^
FRI 2.00P 23 & 2.30P 30																									
2.00 - 2.30		A	6.0	22	532	76	156	86	106	933	211	404	311	394	413	447	271	123	17^	17^	24^	35^	30^	48^	16^
2.30 - 3.00		A	6.1	22	542	79	157	93	112	922	206	411	318	391	428	438	255	108	19^	25^	30^	34^	28^	43^	19^
BOLD AND THE BEAUTIFUL		A	4.9	17	438	94	182	111	104	914	231	415	320	401	402	418	280	115	15v	11v	17v	40^	30^	44^	25^
MON-FRI 1.30P 30 CBS	25	B	4.6	17	408	92	188	135	111	904	235	435	335	400	407	404	256	109	14v	13v	20^	39^	34^	52^	22^
200 94 DD	25	C	4.6	17	408	92	188	135	111	904	235	435	335	400	407	404	256	109	14v	13v	20^	39^	34^	52^	22^
CBS SCHOOLBREAK SPECIALS(S) TUE 4.09P 51 CBS 155 83 CL		A	3.6	11	319	81^	196^	127^	148^	761	210	427	327	378	345	283	353	142^	33v	65^	81^	84^	40v	38v	86^
SOLDIER BOYS CONT'D																									

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MONDAY-FRIDAY DAYTIME CONT'D																											
CBS SCHOOLBREAK SPECIALS-CONT'D																											
4.00 - 4.30				A	3.6	12	319	78^	195^	118^	157^	803	206	421	315	378	368	320	319	112^	40v	57^	91^	64^	3v	30v	37v
4.30 - 5.00				A	3.7	11	328	81^	191^	131^	138^	713	206	419	326	368	320	251	367	159^	28v	68^	72^	95^	64^	42v	118^
CLASSIC CONCENTRATION				A	3.2	15	283	88^	123	112^	77^	854	230	416	346	388	334	395	334	152	17v	11v	15v	37^	42^	66^	13v
MW-F 10.30A	30	NBC	20	B	3.1	15	276	87^	121	107	83^	825	216	390	321	362	324	394	324	168	25^	21v	21v	40^	51^	65^	27^
140	74	QG	20	C	3.1	15	276	87^	121	107	83^	825	216	390	321	362	324	394	324	168	25^	21v	21v	40^	51^	65^	27^
TUE 10.30A	21																										
& 10.58A	2																										
DAYS OF OUR LIVES				A	6.4	23	567	94	185	152	151	824	285	481	368	435	368	276	291	113	25^	71	57^	34^	30^	50^	14v
MON-FRI 1.00P	60	NBC	20	B	6.3	23	561	90	182	147	151	849	294	489	370	435	379	295	288	122	20^	57	46	34^	37^	51	20^
206	99	DD	20	C	6.3	23	561	90	182	147	151	849	294	489	370	435	379	295	288	122	20^	57	46	34^	37^	51	20^
1.00 - 1.30				A	6.1	22	544	97	185	151	144	833	282	483	372	441	376	281	291	111	26^	62	55^	36^	30^	55^	11v
1.30 - 2.00				A	6.7	24	590	92	185	153	157	816	288	479	365	430	361	272	291	115	24^	78	60	32^	30^	46^	17^
GENERAL HOSPITAL				A	7.8	27	693	115	244	216	172	870	371	580	445	474	328	262	207	79	33^	67	54	47^	52	55	43^
MW-F 3.00P	60	ABC	20	B	7.8	27	688	130	241	206	166	882	377	558	428	470	327	282	210	80	22^	64	50	46	46	58	35^
216	99	DD	20	C	7.8	27	688	130	241	206	166	882	377	558	428	470	327	282	210	80	22^	64	50	46	46	58	35^
TUE 3.00P	58																										
3.00 - 3.30				A	7.6	27	673	121	247	221	173	881	378	590	451	478	330	264	213	82	32^	60	49^	49^	44^	56	37^
3.30 - 4.00				A	8.0	27	710	110	242	211	172	862	366	572	441	471	327	260	201	75	34^	74	59	46^	59	55	50
GUIDING LIGHT				A	5.5	19	487	80	162	94	117	899	228	409	317	380	405	427	260	115	13v	32^	30^	31^	26^	41^	16v
MON-FRI 3.00P	60	CBS	25	B	5.4	19	483	85	168	111	120	898	235	423	326	380	394	422	249	122	10v	32^	26^	36^	41^	45^	32^
207	99	DD	25	C	5.4	19	483	85	168	111	120	898	235	423	326	380	394	422	249	122	10v	32^	26^	36^	41^	45^	32^
3.00 - 3.30				A	5.4	19	480	87	165	96	118	907	222	410	319	385	417	431	260	111	13v	33^	31^	29^	26^	42^	12v
3.30 - 4.00				A	5.6	19	493	75	159	93	116	894	235	409	316	377	394	425	261	119	14v	30^	30^	33^	27^	40^	20^
LOVING				A	4.2	16	370	147	241	219	146	826	359	586	462	489	357	213	214	66^	24^	44^	38^	61^	44^	82^	23v
MON 12.39P	21	ABC	20	B	4.2	16	372	159	235	212	154	857	383	584	445	475	344	243	210	63^	16v	32^	23^	70	43^	82	30^
176	89	DD	20	C	4.2	16	372	159	235	212	154	857	383	584	445	475	344	243	210	63^	16v	32^	23^	70	43^	82	30^
TUE-FRI 12.30P	30																										
MR. BELVEDERE-M-F				A	2.7	12	241	133^	228	199	120^	740	313	497	406	425	328	223	266	46^	43^	74^	48^	123^	77^	144	56^
MON-FRI 11.30A	30	ABC	34	B	2.7	12	237	125	220	191	135	750	337	510	404	426	292	217	276	54^	32^	57^	40^	105^	63^	125	43^
136	70	CS	34	C	2.7	12	237	125	220	191	135	750	337	510	404	426	292	217	276	54^	32^	57^	40^	105^	63^	125	43^
NBC NEWS DIGEST-DAYTIME				A	4.3	15	384	85^	196	161	135	830	221	429	325	397	397	329	306	95	33^	56^	59^	16v	26^	29^	12v
MWF 2.57P	1	NBC	12	B	4.5	16	396	77	203	172	124	818	222	438	344	407	385	317	321	123	27^	54^	49^	16v	30^	27^	19^
192	95	N	12	C	4.5	16	396	77	203	172	124	818	222	438	344	407	385	317	321	123	27^	54^	49^	16v	30^	27^	19^
NEW CARD SHARKS				A	3.0	14	266	85^	116^	95^	52^	723	206	354	315	390	345	295	422	275	23v	16v	20v	83^	58^	115^	26v
MON-FRI 10.30A	30	CBS	25	B	3.1	15	275	86^	127	90^	63^	680	195	319	263	337	320	287	436	253	16v	14v	14v	62^	54^	81^	34^
163	78	QP	25	C	3.1	15	275	86^	127	90^	63^	680	195	319	263	337	320	287	436	253	16v	14v	14v	62^	54^	81^	34^

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MONDAY-FRIDAY DAYTIME CONT'D																											
NEWSBREAK-11.57				A	5.2	22	456	64^	137	98	94	755	180	340	254	299	296	370	418	217	6v	11v	8v	53^	49^	90	13v
MON-THU 11.57A	2	CBS	24	B	5.0	22	444	63	171	127	75	772	193	340	270	322	311	379	387	197	11v	10v	9v	41^	54^	67	28^
180	86	N	24	C	5.0	22	444	63	171	127	75	772	193	340	270	322	311	379	387	197	11v	10v	9v	41^	54^	67	28^
NEWSBREAK-3.44				A	4.7	16	413	70^	157	102	110	891	240	391	298	351	383	447	259	116	9v	22^	23^	35^	29^	40^	23^
MON 3.41P	1	CBS	25	B	4.7	16	420	65	167	112	100	883	217	382	297	355	387	443	245	122	12v	28^	20^	32^	40^	39^	33^
194	93	N	25	C	4.7	16	420	65	167	112	100	883	217	382	297	355	387	443	245	122	12v	28^	20^	32^	40^	39^	33^
TUE 3.45P	1																										
WED&FRI 3.42P	1																										
THU 3.40P	1																										
ONE LIFE TO LIVE				A	7.5	27	661	143	243	225	176	866	387	604	452	482	341	231	226	89	23^	43^	36^	46^	46^	67	25^
MW-F 2.00P	60	ABC	20	B	7.7	28	678	145	237	211	163	892	390	585	441	485	349	263	215	89	15^	33^	28^	48	46	65	28^
215	99	DD	20	C	7.7	28	678	145	237	211	163	892	390	585	441	485	349	263	215	89	15^	33^	28^	48	46	65	28^
TUE 2.17P	43																										
2.00 - 2.30				A	7.2	26	638	151	239	223	178	863	388	609	457	489	348	222	229	88	22^	41^	39^	49^	48^	74	23^
2.30 - 3.00				A	7.7	27	680	136	246	226	174	869	387	601	448	478	336	239	224	90	25^	45^	34^	44^	45^	62	27^
ONE LIFE TO LIVE(B)				A	5.5	20	487	209	185	166	118^	870	360	606	509	531	389	242	206	79^	9v	54^	31v	46^	58^	84^	20v
TUE 2.00P	17	ABC																									
190	82	DD																									
PRICE IS RIGHT 1				A	4.9	22	431	78	137	90	73^	735	187	325	258	296	292	371	408	230	12v	10v	11v	59^	48^	90	16v
MON-FRI 11.00A	30	CBS	24	B	5.0	24	441	80	155	100	79	741	194	320	246	295	299	373	403	222	13v	12v	13v	54^	56^	78	32^
207	96	AP	24	C	5.0	24	441	80	155	100	79	741	194	320	246	295	299	373	403	222	13v	12v	13v	54^	56^	78	32^
PRICE IS RIGHT 2				A	6.2	28	553	71	146	98	79	750	187	325	251	297	284	380	424	236	11v	11v	11v	61	47^	91	17^
MWTH 11.30A	30	CBS	25	B	6.2	28	550	65	162	111	77	744	187	316	244	295	298	378	421	231	13^	12v	14^	51	52	74	29^
207	96	AP	25	C	6.2	28	550	65	162	111	77	744	187	316	244	295	298	378	421	231	13^	12v	14^	51	52	74	29^
TUE 11.36A	24																										
FRI 11.30A	24																										
RYAN'S HOPE				A	3.0	12	269	141	236	223	134	824	398	612	495	522	333	185	244	59^	42^	48^	46^	98^	46^	114^	29v
MON 12.00N	22	ABC	20	B	3.0	12	264	154	241	227	132	860	422	613	497	543	334	201	219	50^	32^	36^	35^	85^	43^	95^	33^
168	82	DD	20	C	3.0	12	264	154	241	227	132	860	422	613	497	543	334	201	219	50^	32^	36^	35^	85^	43^	95^	33^
TUE-FRI 12.00N	30																										
SALE OF THE CENTURY				A	2.9	13	253	61^	101^	85^	54^	815	168	358	315	350	318	421	412	217	8v	22v	13v	45^	47^	74^	18v
MON-FRI 10.00A	30	NBC	20	B	2.7	13	240	73^	132	118	60^	808	169	359	310	333	310	425	415	211	14v	22v	14v	46^	51^	72^	25v
143	74	QG	20	C	2.7	13	240	73^	132	118	60^	808	169	359	310	333	310	425	415	211	14v	22v	14v	46^	51^	72^	25v
SANTA BARBARA				A	4.5	16	402	87	195	161	153	804	244	478	373	448	393	251	283	103	32^	96	75^	18v	53^	49^	22^
MON 3.00P	57	NBC	18	B	4.5	16	399	95	212	172	162	843	266	503	387	459	404	268	263	104	29^	94	70	23^	44^	47^	20^
197	95	DD	18	C	4.5	16	399	95	212	172	162	843	266	503	387	459	404	268	263	104	29^	94	70	23^	44^	47^	20^
TUE-FRI 3.00P	60																										
CONT'D																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19–25, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																												
SANTA BARBARA-CONT'D																												
3.00 - 3.30					A	4.4	15	388	82^	200	163	147	815	245	479	373	454	404	255	290	104	30^	82^	67^	18v	52^	48^	21v
3.30 - 4.00					A	4.7	16	415	92	190	159	159	797	245	479	374	444	384	248	278	102	34^	109	82	18v	55^	50^	22^
SCRABBLE					A	3.8	14	335	89^	129	108	57^	780	181	327	272	309	266	415	375	185	30^	6v	16v	31^	36^	49^	18v
MON-FRI	12.30P	30	NBC	33	B	3.6	14	318	81	126	108	80	806	198	350	281	317	288	420	360	184	26^	19v	27^	38^	41^	53^	27^
	154	82	QG	33	C	3.6	14	318	81	126	108	80	806	198	350	281	317	288	420	360	184	26^	19v	27^	38^	41^	53^	27^
SUPER PASSWORD					A	3.0	12	267	97^	66^	60^	75^	763	168	296	224	273	257	418	362	181	18v	11v	12v	33^	41^	55^	19v
MWTH	12.00N	30	NBC	20	B	2.9	12	259	107	93^	75^	96^	771	201	324	244	289	258	403	362	179	19v	26^	25v	47^	52^	69^	31^
	153	71	QG	20	C	2.9	12	259	107	93^	75^	96^	771	201	324	244	289	258	403	362	179	19v	26^	25v	47^	52^	69^	31^
TUE	12.08P	22																										
FRI	12.04P	26																										
$25,000 PYRAMID					A	3.1	15	276	61^	112^	57^	60^	745	176	290	234	340	352	348	412	246	15v	4v	6v	66^	41^	82^	25v
MON-FRI	10.00A	30	CBS	25	B	3.1	15	277	81^	116	62^	64^	709	198	299	239	330	318	318	390	229	12v	7v	8v	54^	45^	65^	33^
	171	84	QP	25	C	3.1	15	277	81^	116	62^	64^	709	198	299	239	330	318	318	390	229	12v	7v	8v	54^	45^	65^	33^
WHEEL OF FORTUNE					A	5.1	23	455	78	124	90	56^	798	151	303	262	318	312	438	383	186	14v	18v	22^	31^	31^	52^	9v
MON-FRI	11.00A	30	NBC	20	B	5.0	23	443	73	140	98	66	820	171	313	261	318	313	451	376	201	16^	21^	21^	35^	40^	56^	19^
	204	99	QG	20	C	5.0	23	443	73	140	98	66	820	171	313	261	318	313	451	376	201	16^	21^	21^	35^	40^	56^	19^
WHO'S THE BOSS? M-F					A	3.5	16	307	145	228	203	134	766	327	527	415	439	328	215	278	57^	40^	46^	46^	107^	58^	139	26v
MON-FRI	11.00A	30	ABC	20	B	3.4	16	297	133	232	210	122	754	321	532	431	447	319	205	266	53^	39^	52^	44^	94	63^	125	33^
	156	85	CS	20	C	3.4	16	297	133	232	210	122	754	321	532	431	447	319	205	266	53^	39^	52^	44^	94	63^	125	33^
WIN, LOSE OR DRAW					A	3.4	15	302	117	143	122	86^	809	224	419	344	395	347	339	299	131	14v	15v	24v	30^	43^	61^	13v
MON	11.42A	18	NBC	33	B	3.5	16	306	113	149	129	98	812	228	415	333	383	335	347	305	129	17v	28^	28^	45^	60^	75^	29^
	185	87	QG	33	C	3.5	16	306	113	149	129	98	812	228	415	333	383	335	347	305	129	17v	28^	28^	45^	60^	75^	29^
TUE-THU	11.30A	30																										
FRI	11.30A	24																										
YOUNG AND THE RESTLESS					A	7.4	28	657	102	177	130	121	865	269	436	327	385	349	370	284	138	19^	14^	22^	41^	44^	63	22^
MON-FRI	12.30P	60	CBS	25	B	7.4	29	652	93	189	145	116	874	267	450	345	398	365	371	265	129	15^	18^	22^	36^	42	59	19^
	210	99	DD	25	C	7.4	29	652	93	189	145	116	874	267	450	345	398	365	371	265	129	15^	18^	22^	36^	42	59	19^
12.30 - 1.00					A	7.1	28	631	102	175	130	118	865	267	440	333	387	352	371	298	149	20^	12v	24^	44^	47^	70	21^
1.00 - 1.30					A	7.7	29	686	102	178	130	123	862	270	432	320	382	346	369	270	128	17^	17^	21^	38^	41^	56	23^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.19–25,1987

PROGRAM NAME / DAY, TIME, #STNS	DUR, CVG%	NET, TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																											
ALF-SAT MORN				A	6.7	25	594	1518	164	349	300	124	218	233	107^	126	137	96^	718	352	366	301	418	227	190	242	176
SAT 11.00A	30	NBC	4	B	6.6	25	586	1522	165	350	297	88	200	258	115	143	155	102	714	364	350	305	409	226	182	209	199
202	99	CA	4	C	6.6	25	586	1522	165	350	297	88	200	258	115	143	155	102	714	364	350	305	409	226	182	209	199
ALL NEW POUND PUPPIES				A	3.8	15	337	1338	85^	302	288	96^	198	187^	51^	136^	132^	54^	652	356	296	228	424	227	197	242	182^
SAT 9.30A	30	ABC	5	B	4.0	16	351	1451	70^	293	255	66^	180	172	86^	86^	122	50^	805	384	422	328	477	243	235	230	247
210	99	CA	5	C	4.0	16	351	1451	70^	293	255	66^	180	172	86^	86^	122	50^	805	384	422	328	477	243	235	230	247
ALVIN AND THE CHIPMUNKS				A	5.9	23	523	1440	116^	319	286	124	234	180	79^	101^	113^	67^	707	328	379	295	412	191	221	254	158
SAT 10.30A	30	NBC	7	B	6.4	23	571	1478	144	351	305	87	208	224	94	130	146	78	694	338	356	311	383	189	194	212	171
205	99	CA	7	C	6.4	23	571	1478	144	351	305	87	208	224	94	130	146	78	694	338	356	311	383	189	194	212	171
BUGS BUNNY & TWEETY SHOW				A	4.2	16	372	1502	128^	399	317	170^	318	239	174	65^	153^	86^	545	352	193	260	285	179	106^	178	107^
SAT 11.30A	30	ABC	4	B	3.5	13	310	1494	98^	406	300	120	293	209	135	74^	134	75^	586	288	298	262	324	171	154	184	140
174	83	CA	4	C	3.5	13	310	1494	98^	406	300	120	293	209	135	74^	134	75^	586	288	298	262	324	171	154	184	140
CARE BEAR FAMILY				A	1.9	14	168	1276	34v	277^	253^	101^	264^	41v	34v	7v	33v	9v	693	313^	379	224^	469	221^	247^	244^	225^
SAT 8.00A	30	ABC	5	B	2.0	14	177	1178	87^	233	200	45v	176^	115^	43v	72^	73^	42v	654	283	371	195	459	204	255	238	220
201	98	CA	5	C	2.0	14	177	1178	87^	233	200	45v	176^	115^	43v	72^	73^	42v	654	283	371	195	459	204	255	238	220
CBS STORYBREAK				A	2.7	10	239	1463	132^	387	297	54v	172^	303	137^	165^	244^	59v	602	323	279	222^	379	234^	145^	164^	215^
SAT 12.00N	30	CBS	6	B	2.9	11	255	1460	175	384	288	85^	240	265	91^	174	173	92^	571	308	262	242	329	195	133	164	165
145	68	CL	6	C	2.9	11	255	1460	175	384	288	85^	240	265	91^	174	173	92^	571	308	262	242	329	195	133	164	165
THE MONSTER'S RING																											
FLINTSTONE KIDS				A	3.8	14	337	1433	122^	344	293	113^	247	263	146^	117^	174^	88^	580	329	251	227	353	169^	184^	201	152^
SAT 11.00A	30	ABC	4	B	3.3	12	295	1559	113	403	335	115	254	227	116	111	147	80^	676	314	362	296	380	174	206	193	187
193	90	CA	4	C	3.3	12	295	1559	113	403	335	115	254	227	116	111	147	80^	676	314	362	296	380	174	206	193	187
FOOFUR				A	3.7	14	328	1509	212	450	368	160^	221	264	105^	158^	142^	122^	574	327	247	305	268	172^	97^	139^	130^
SAT 12.00N	30	NBC	7	B	3.3	12	290	1434	168	368	306	97^	231	237	91^	145	130	106^	600	318	282	248	352	181	171	169	184
151	82	CA	7	C	3.3	12	290	1434	168	368	306	97^	231	237	91^	145	130	106^	600	318	282	248	352	181	171	169	184
FRAGGLE ROCK				A	5.4	20	478	1516	144	331	321	120^	258	196	92^	104^	125^	70^	732	370	362	325	407	201	206	262	145
SAT 10.00A	30	NBC	7	B	5.9	22	520	1435	132	350	295	84	209	229	101	127	152	76	647	331	316	279	368	191	176	193	175
204	99	CA	7	C	5.9	22	520	1435	132	350	295	84	209	229	101	127	152	76	647	331	316	279	368	191	176	193	175
GUMMI BEARS				A	2.9	21	257	1192	44v	283	243^	38v	230^	168^	129^	39v	134^	34v	511	254	258	215^	297	150^	147^	164^	133^
SAT 8.00A	30	NBC	7	B	2.9	21	253	1302	48^	301	248	48^	199	139	86^	53^	89^	49^	664	357	306	249	415	227	188	221	194
199	97	CA	7	C	2.9	21	253	1302	48^	301	248	48^	199	139	86^	53^	89^	49^	664	357	306	249	415	227	188	221	194
HELLO KITTY				A	1.5	11	133	1580	44v	214^	134^	58v	225^	163^	97v	66v	119v	44v	978	415^	562	287	691	321^	370^	365^	326^
SAT 8.00A	30	CBS	6	B	1.9	14	171	1262	42v	278	180^	32v	189^	89^	57^	32v	59^	30v	706	330	376	238	468	221	246	259	209
201	97	CA	6	C	1.9	14	171	1262	42v	278	180^	32v	189^	89^	57^	32v	59^	30v	706	330	376	238	468	221	246	259	209
I'M TELLING				A	2.3	8	204	1351	146^	407	301^	140^	179^	281^	74v	208^	209^	72v	483	248^	235^	215^	268^	173^	95^	136^	132^
SAT 12.30P	30	NBC	7	B	2.6	9	233	1372	138^	364	289	116^	237	244	89^	155	149	95^	527	285	242	177	350	192	158	155	195
125	70	CA	7	C	2.6	9	233	1372	138^	364	289	116^	237	244	89^	155	149	95^	527	285	242	177	350	192	158	155	195

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
KIDD VIDEO					A	2.6	9	230	1534	155^	507	355	55v	255^	297	92^	205^	244^	53v	474	251^	223^	224^	250^	153^	97^	129^	121^
SAT	12.30P	30	CBS	6	B	2.3	8	207	1524	192	425	303	113^	246	306	98^	208	178	128^	547	300	247	244	303	179	124^	171	132^
	142	68	CA	6	C	2.3	8	207	1524	192	425	303	113^	246	306	98^	208	178	128^	547	300	247	244	303	179	124^	171	132^
LITTLE CLOWNS-HAPPYTOWN					A	2.7	15	239	1232	23v	198^	156^	91^	189^	116^	31v	85^	76^	40v	729	278	452	280	449	190^	259^	289	161^
SAT	8.30A	30	ABC	5	B	2.6	14	234	1358	80^	273	227	56^	152	127^	53^	74^	73^	53^	805	340	465	294	512	252	260	287	225
	206	99	CA	5	C	2.6	14	234	1358	80^	273	227	56^	152	127^	53^	74^	73^	53^	805	340	465	294	512	252	260	287	225
LITTLE WIZARDS					A	4.6	17	408	1367	95^	347	324	95^	190	257	108^	149^	201	56^	573	329	244	182	391	220	171	224	168
SAT	10.00A	30	ABC	4	B	4.3	16	381	1461	89	318	282	98	201	241	131	110	158	83	700	363	337	315	385	215	170	178	207
	206	98	CA	4	C	4.3	16	381	1461	89	318	282	98	201	241	131	110	158	83	700	363	337	315	385	215	170	178	207
MIGHTY MOUSE					A	3.6	14	319	1470	55^	185^	127^	70^	187^	246	175^	71^	171^	75^	852	508	344	362	490	342	148^	268	223
SAT	10.30A	30	CBS	6	B	4.1	15	360	1484	62^	281	215	61^	227	138	80^	58^	96	41^	837	508	329	358	479	297	182	274	205
	195	96	CA	6	C	4.1	15	360	1484	62^	281	215	61^	227	138	80^	58^	96	41^	837	508	329	358	479	297	182	274	205
MUPPET BABIES I					A	3.4	18	301	1621	19v	292	203^	50v	256	89^	57^	32v	71^	18v	984	469	515	359	625	339	286	382	244
SAT	8.30A	30	CBS	6	B	3.6	19	316	1392	41^	272	199	27v	186	94^	53^	40^	68^	26v	840	452	387	326	514	284	230	309	205
	205	97	CA	6	C	3.6	19	316	1392	41^	272	199	27v	186	94^	53^	40^	68^	26v	840	452	387	326	514	284	230	309	205
MUPPET BABIES II					A	4.5	21	399	1525	26v	323	234	49^	232	88^	62^	26v	73^	15v	883	417	465	337	546	283	263	362	185
SAT	9.00A	30	CBS	6	B	4.4	20	393	1456	34^	263	205	38^	197	103	67^	36^	83^	20v	893	451	443	361	533	271	262	308	225
	205	97	CA	6	C	4.4	20	393	1456	34^	263	205	38^	197	103	67^	36^	83^	20v	893	451	443	361	533	271	262	308	225
MUPPET BABIES III					A	5.3	21	470	1544	49^	283	220	81^	195	150	101^	49^	94^	56^	916	451	465	326	591	297	293	358	233
SAT	9.30A	30	CBS	6	B	4.8	19	421	1493	47^	264	215	42^	208	122	68^	53^	90	32^	899	486	413	371	528	287	241	309	219
	204	98	CA	6	C	4.8	19	421	1493	47^	264	215	42^	208	122	68^	53^	90	32^	899	486	413	371	528	287	241	309	219
MY PET MONSTER					A	3.7	17	328	1341	52^	157^	136^	94^	171^	255	110^	145^	179^	76^	758	418	340	265	493	293	199	263	230
SAT	9.00A	30	ABC	5	B	3.5	16	312	1392	69^	232	200	60^	161	167	93^	74^	104^	63^	833	416	417	323	510	287	223	245	265
	209	99	CA	5	C	3.5	16	312	1392	69^	232	200	60^	161	167	93^	74^	104^	63^	833	416	417	323	510	287	223	245	265
NEW ARCHIES					A	4.9	18	434	1547	176	372	328	170	220	267	134^	133^	142^	125^	688	353	336	327	361	223	137^	190	170
SAT	11.30A	30	NBC	7	B	4.9	18	430	1484	186	352	304	108	208	280	110	170	152	128	643	329	313	273	370	204	166	177	193
	181	92	CA	7	C	4.9	18	430	1484	186	352	304	108	208	280	110	170	152	128	643	329	313	273	370	204	166	177	193
PEE WEE'S PLAYHOUSE					A	5.9	22	523	1569	88^	294	243	101^	233	203	103^	100^	107^	95^	838	429	410	341	497	273	224	248	249
SAT	10.00A	30	CBS	6	B	5.9	22	518	1522	66	294	244	53^	244	137	66	70	92	45^	847	463	384	354	493	267	225	282	210
	207	99	CL	6	C	5.9	22	518	1522	66	294	244	53^	244	137	66	70	92	45^	847	463	384	354	493	267	225	282	210
POPEYE & SON					A	3.4	13	301	1461	63^	289	222	67^	180^	231	128^	103^	162^	70^	761	482	279	286	475	318	157^	231	244
SAT	11.00A	30	CBS	6	B	3.7	14	328	1506	92^	323	248	77^	242	171	87^	84^	100^	71^	769	466	304	321	448	270	177	237	211
	189	92	CA	6	C	3.7	14	328	1506	92^	323	248	77^	242	171	87^	84^	100^	71^	769	466	304	321	448	270	177	237	211
REAL GHOSTBUSTERS					A	4.7	18	416	1306	149^	370	347	93^	201	230	137^	92^	156	74^	506	305	201	171	335	187	147^	181	153
SAT	10.30A	30	ABC	3	B	4.7	17	419	1520	125	366	318	108	233	256	135	121	153	103	664	351	313	293	371	215	156	175	196
	205	97	CA	3	C	4.7	17	419	1520	125	366	318	108	233	256	135	121	153	103	664	351	313	293	371	215	156	175	196
SMURFS I					A	4.3	23	381	1214	108^	306	276	33v	180	158^	81^	77^	103^	55^	569	321	248	253	316	172	144^	175	141^

CONT'D

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
SMURFS I-CONT'D																												
SAT	8.30A	30	NBC	7	B	4.2	23	373	1380	76^	307	256	52^	205	179	90	89^	116	63^	688	364	324	269	419	224	195	208	211
	206	99	CA	7	C	4.2	23	373	1380	76^	307	256	52^	205	179	90	89^	116	63^	688	364	324	269	419	224	195	208	211
SMURFS II					A	5.3	24	470	1277	121^	303	279	76^	193	206	88^	118^	127^	79^	574	298	276	265	309	155	153	197	112^
SAT	9.00A	30	NBC	7	B	5.3	24	471	1382	97	314	257	69^	223	190	87	103	125	65^	656	358	298	280	375	210	165	203	172
	206	99	CA	7	C	5.3	24	471	1382	97	314	257	69^	223	190	87	103	125	65^	656	358	298	280	375	210	165	203	172
SMURFS III					A	6.0	24	532	1502	127	349	331	113^	231	252	120	132	162	91^	670	298	372	298	371	162	209	202	170
SAT	9.30A	30	NBC	7	B	5.9	23	520	1391	116	331	277	82	222	207	107	100	133	74	631	336	295	270	361	195	166	194	167
	206	99	CA	7	C	5.9	23	520	1391	116	331	277	82	222	207	107	100	133	74	631	336	295	270	361	195	166	194	167
TEEN WOLF(B)					A	2.3	9	204	1519	81^	369	312	30v	174^	322	168^	153^	288^	33v	654	303^	351	240^	414	194^	220^	164^	250^
SAT	11.30A	30	CBS																									
	155	72	CA																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
						VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WEEKEND DAYTIME SPORTS																									
ABC COLLEGE FOOTBALL-GAME(B)		A	3.9	12	346	1445	90^	434	188	393	176^	745	125^	275	432	684	371	440	307	376	337	244	139^	109^	127^
SAT 12.00N 193 ABC																									
158 78 SE																									
PURDUE VS IOWA																									
CALIFORNIA VS UCLA																									
12.00 - 12.30		A	4.0	14	354	1444	81^	503	239	447	216	639	109^	267	395	590	346	380	286	319	263	210	132^	123^	170^
12.30 - 1.00		A	4.1	14	363	1407	58^	404	163^	362	165^	700	141^	296	446	646	392	459	305	373	307	187	140^	115^	163^
1.00 - 1.30		A	3.9	13	346	1520	86^	413	183^	370	169^	770	175^	315	469	704	403	492	294	383	354	212	159^	116^	178^
1.30 - 2.00		A	3.7	12	328	1494	114^	396	196	342	158^	831	141^	311	491	769	429	506	350	427	385	263	126^	98^	141^
2.00 - 2.30		A	3.3	10	292	1454	79^	416	181^	375	153^	797	110^	264	436	726	365	423	327	385	345	303	117^	82^	124^
2.30 - 3.00		A	3.2	9	284	1287	71^	397	166^	375	135^	647	70^	172^	300	598	251	313	230	292	296	285	144^	99^	99^
3.00 - 3.30		A	3.0	8	266	1267	120^	402	153^	383	162^	695	73^	198^	346	663	315	408	273	367	355	255	124^	82^	47v
3.30 - 4.00		A	4.4	12	390	1393	140^	503	181	488	192	703	74^	203	361	678	335	429	287	381	332	248	128^	100^	58^
CBS COLLEGE FOOTBALL PRE		A	3.3	11	292	1257	199^	433	231	422	208^	561	64^	238	349	543	331	349	286	303	200^	194^	140^	94^	124^
SAT 1.30P 16 CBS	6	B	3.3	11	290	1271	174	419	234	394	187	565	81^	237	331	547	312	357	250	294	211	190	129	81^	158
202 98 SC	6	C	3.3	11	290	1271	174	419	234	394	187	565	81^	237	331	547	312	357	250	294	211	190	129	81^	158
CBS COLLEGE FOOTBALL GAME		A	4.5	13	399	1396	129^	434	234	414	226	757	91^	249	441	714	399	460	350	411	364	254	108^	86^	98^
SAT 1.46P 195 CBS	6	B	5.0	15	446	1404	145	435	205	417	188	757	75^	243	403	732	377	439	328	390	352	292	129	96	83
203 98 SE	6	C	5.0	15	446	1404	145	435	205	417	188	757	75^	243	403	732	377	439	328	390	352	292	129	96	83
USC VS NOTRE DAME																									
1.30 - 2.00		A	3.8	13	337	1224	135^	384	234	375	191	696	95^	306	443	671	419	436	348	365	231	235	86^	50^	58^
2.00 - 2.30		A	4.5	15	399	1281	124^	411	220	385	190	743	93^	319	464	704	425	467	371	413	253	237	63^	33v	65^
2.30 - 3.00		A	5.4	17	478	1279	94^	395	202	362	195	732	86^	241	399	695	362	424	313	374	325	272	74^	51^	79^
3.00 - 3.30		A	5.1	15	452	1341	127^	428	219	409	216	753	107^	236	421	721	388	469	314	394	358	252	86^	68^	73^
3.30 - 4.00		A	4.7	13	416	1459	113^	458	234	446	232	787	80^	200	432	738	382	465	352	434	452	273	110^	97^	104^
4.00 - 4.30		A	3.9	10	346	1568	149^	469	258	455	256	780	92^	225	455	718	393	471	363	441	455	247	175^	157^	144^
4.30 - 5.00		A	3.9	9	346	1545	177^	466	279	451	294	754	84^	244	482	706	434	468	398	432	406	238	172^	147^	153^
5.00 - 5.30		A	3.1	7	275	1487	193^	411	239	411	271	745	91^	248	500	693	448	482	409	443	409	211^	201^	182^	130^
CBS NFL TODAY		A	6.9	21	611	1396	160	462	262	435	233	721	102^	326	470	703	452	499	368	415	249	204	69^	62^	144
SUN 12.30P 30 CBS	7	B	5.6	18	493	1370	180	446	244	436	242	745	95	309	494	720	469	521	399	450	323	200	72	60^	106
197 98 SC	7	C	5.6	18	493	1370	180	446	244	436	242	745	95	309	494	720	469	521	399	450	323	200	72	60^	106
CBS NFL FOOTBALL GAME 1		A	15.1	38	1338	1607	216	517	300	498	273	879	98	343	555	847	522	600	456	534	404	247	99	73	112
SUN 1.00P 198 CBS	6	B	13.1	35	1161	1550	203	492	278	478	258	857	98	323	537	826	505	575	439	509	400	250	96	71	105
209 99 SE	6	C	13.1	35	1161	1550	203	492	278	478	258	857	98	323	537	826	505	575	439	509	400	250	96	71	105
VARIOUS TEAMS AND TIMES																									
1.00 - 1.30		A	11.8	33	1045	1535	178	489	277	465	238	837	95	329	540	806	510	583	445	518	377	224	85	57^	124
1.30 - 2.00		A	14.4	38	1276	1592	207	499	291	479	253	880	116	351	567	845	533	622	452	541	403	223	92	60	122
CONT'D																									

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																								
CBS NFL FOOTBALL GAME 1-CONT'D																								
2.00 - 2.30	A	15.6	40	1382	1625	215	507	295	490	267	890	112	346	565	850	524	601	453	529	410	249	103	69	124
2.30 - 3.00	A	14.8	38	1311	1627	228	522	298	505	274	891	91	352	561	858	527	598	470	541	397	260	105	80	108
3.00 - 3.30	A	16.5	40	1462	1601	218	516	307	499	284	885	95	355	564	852	531	601	469	538	395	251	104	82	97
3.30 - 4.00	A	16.1	38	1426	1653	238	541	315	522	299	898	97	354	560	866	529	612	463	547	418	254	106	89	109
4.00 - 4.30	A	18.3	44	1621	1615	217	566	310	544	292	860	78	296	503	840	483	566	425	508	419	274	88	69	102
CBS NFL FOOTBALL POST	A	7.2	18	638	1575	243	533	314	514	303	834	109	318	512	804	482	583	402	503	412	221	118	79^	90^
SUN 4.21P 14 CBS 3	B	7.0	18	618	1583	245	526	308	510	292	844	95	318	529	806	492	567	434	510	404	239	123	98	90
128 67 SC 3	C	7.0	18	618	1583	245	526	308	510	292	844	95	318	529	806	492	567	434	510	404	239	123	98	90
VARIOUS TEAMS AND TIMES																								
4.00 - 4.30	A	7.8	19	691	1544	231	509	304	489	295	823	106	321	506	792	475	574	401	499	403	218	126	93	85^
4.30 - 5.00	A	6.5	16	576	1553	252	556	317	540	306	802	113	289	486	774	458	561	374	476	408	213	100^	47^	95^
MCDONALD'S BSKTBALL OPEN(S)	A	2.5	6	222	1464	161^	467	202^	464	188^	780	56v	250^	490	766	476	549	434	507	422	217^	118^	61v	99^
SUN 3.30P 160 ABC																								
186 93 SE																								
MILWAUKEE VS USSR																								
3.30 - 4.00	A	2.1	5	186	1501	152^	492	201^	490	194^	807	94^	295^	612	768	574	635	518	579	435	133^	122^	74v	80v
4.00 - 4.30	A	2.3	6	204	1502	214^	468	176^	467	191^	835	113^	296^	596	808	569	636	484	551	451	172^	119^	62v	80v
4.30 - 5.00	A	2.7	7	239	1522	191^	516	224^	516	205^	830	46v	276	522	822	513	563	476	526	416	259^	93^	42v	83^
5.00 - 5.30	A	2.6	6	230	1437	144^	442	207^	442	178^	747	28v	214^	456	745	454	531	428	505	434	215^	170^	75^	79^
5.30 - 6.00	A	2.4	5	213	1406	122^	399	213^	389	180^	748	33v	210^	386	743	382	483	353	454	434	260^	123^	70v	136^
6.00 - 6.30	A	3.3	7	292	1540	144^	560	195^	558	190^	727	7v	209^	319	727	319	418	312	411	352	309	55v	31v	198^
NFL LIVE	A	4.4	14	390	1305	214	430	271	413	227	734	107^	331	477	688	431	478	369	416	255	211	86^	81^	56^
SUN 12.30P 30 NBC 7	B	3.9	13	344	1349	188	438	236	425	209	724	124	330	485	672	433	492	361	420	292	180	78^	65^	109
207 99 SC 7	C	3.9	13	344	1349	188	438	236	425	209	724	124	330	485	672	433	492	361	420	292	180	78^	65^	109
NFL GAME 1	A	8.8	22	780	1456	226	477	284	468	257	828	86	301	511	816	500	542	425	467	362	275	52^	39^	100
SUN 1.00P 191 NBC 3	B	7.8	21	695	1492	224	468	286	451	243	842	101	346	533	810	501	558	432	489	349	253	79	54	104
201 86 SE 3	C	7.8	21	695	1492	224	468	286	451	243	842	101	346	533	810	501	558	432	489	349	253	79	54	104
VARIOUS TEAMS AND TIMES																								
1.00 - 1.30	A	6.7	19	594	1452	262	464	313	456	260	831	101^	332	559	824	552	590	458	496	339	234	54^	52^	103^
1.30 - 2.00	A	8.5	22	753	1457	251	493	313	483	291	810	110	326	519	803	513	553	409	450	320	250	51^	49^	103
2.00 - 2.30	A	8.6	22	762	1410	227	474	299	459	269	801	99	304	502	786	487	520	403	436	341	265	53^	41^	82^
2.30 - 3.00	A	9.2	23	815	1436	206	468	269	463	252	811	73^	293	495	796	480	518	422	460	346	278	59^	42^	98
3.00 - 3.30	A	9.5	23	842	1495	222	486	279	478	248	856	80	303	516	846	506	552	436	481	383	294	56^	36^	97
3.30 - 4.00	A	9.9	24	877	1508	214	483	264	476	243	866	70^	285	510	855	498	549	439	490	411	306	43^	23^	115
4.00 - 4.30	A	8.7	21	771	1480	216	479	260	479	239	849	71^	260	490	831	472	530	419	477	416	301	48^	31^	104
NFL GAME 2	A	11.8	25	1045	1511	236	504	297	492	285	835	69	304	526	824	515	580	457	522	384	244	75	60^	97
CONT'D																								

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PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY / TIME #STNS / DUR CVG% / NET TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																								
NFL GAME 2-CONT'D SUN 4.13P 183 NBC 3	B	12.5	27	1105	1568	231	517	300	502	282	866	109	321	548	825	506	582	439	514	411	243	97	72	89
201 93 SE 3	C	12.5	27	1105	1568	231	517	300	502	282	866	109	321	548	825	506	582	439	514	411	243	97	72	89
KANSAS CITY VS SAN DIEGO SEATTLE VS LA RAIDERS																								
4.00 - 4.30	A	7.8	19	691	1542	216	512	316	504	306	846	52^	304	521	833	508	576	469	537	400	257	72^	56^	113
4.30 - 5.00	A	10.7	26	948	1560	221	490	307	476	291	877	80	331	562	858	543	600	482	540	396	257	77	66^	115
5.00 - 5.30	A	12.2	29	1081	1481	228	467	278	457	279	855	75	312	530	842	518	572	456	510	385	270	55^	41^	104
5.30 - 6.00	A	12.8	29	1134	1483	246	502	298	492	297	832	64	289	521	828	516	585	457	525	399	243	63	50^	85
6.00 - 6.30	A	12.8	26	1134	1478	243	508	309	491	286	812	65	294	516	807	511	574	451	514	371	232	83	66	76
6.30 - 7.00	A	12.7	24	1125	1501	238	521	290	506	267	820	75	308	522	809	511	581	447	517	367	228	83	69	76
7.00 - 7.30	A	12.1	21	1072	1610	253	564	302	558	282	787	55^	283	489	773	475	558	434	517	369	216	112	87	148
WORLD SERIES PRE GAME #6(S) SAT 3.35P 21 ABC 211 99 SC	A	9.6	27	851	1478	143	543	203	531	195	747	96	267	394	719	365	422	298	355	264	296	79	58^	109
WORLD SERIES GAME #6(S)	A	20.9	47	1852	1572	184	615	269	600	270	788	88	254	412	754	378	431	324	377	333	323	74	46	94
SAT 3.56P 202 ABC 217 99 SE																								
ST. LOUIS VS MINNESOTA																								
3.30 - 4.00	A	11.8	33	1045	1513	148	567	220	554	211	749	91	261	379	723	353	413	288	348	248	310	83	49^	114
4.00 - 4.30	A	15.0	40	1329	1513	175	604	264	590	256	743	93	271	386	719	361	414	293	346	249	304	75	43^	91
4.30 - 5.00	A	18.2	44	1613	1549	182	626	276	611	272	761	88	261	393	730	362	410	304	353	288	320	68	48	94
5.00 - 5.30	A	20.9	49	1852	1549	191	626	272	612	266	775	88	251	403	739	366	414	314	362	325	325	66	41	82
5.30 - 6.00	A	22.0	49	1949	1549	186	612	260	599	260	782	85	244	410	745	373	419	325	371	333	326	67	38	89
6.00 - 6.30	A	23.0	49	2038	1585	180	588	255	573	263	811	91	257	437	772	399	451	346	398	363	321	81	51	105
6.30 - 7.00	A	24.9	49	2206	1606	185	613	270	597	279	816	86	247	420	779	383	442	334	394	374	337	79	50	98
7.00 - 7.30	A	25.4	48	2250	1642	191	645	299	628	298	813	84	253	430	782	399	464	346	412	376	318	85	50	99

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19–25, 1987

OGRAM NAME / Y TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	18-34	18-49	21+	25-49	25-54	35-64	55+	MEN TOTAL	18-34	18-49	21+	21-49	25-49	25-54	35-64	55+	TEENS TOT. 12-17
KEND DAYTIME OTHER																											
INESS WORLD				A	1.6	5	142	1079	134^	388^	125^	128^	388^	117^	117^	103v	260^	598	234^	385^	598	385^	324^	336^	238^	202^	56v
N 12.30P	30	ABC	4	B	1.6	6	144	1274	167^	571	116^	248	568	223	240	258	306	564	138^	319	555	310	277	315	277	207^	67^
118	66	N	4	C	1.6	6	144	1274	167^	571	116^	248	568	223	240	258	306	564	138^	319	555	310	277	315	277	207^	67^
E THE NATION				A	2.6	9	230	1360	215^	723	149^	235^	723	199^	235^	231^	452	504	81^	173^	498	166^	146^	164^	223^	313	30v
N 10.30A	30	CBS	5	B	2.6	9	227	1333	222	693	123^	243	685	212	275	281	387	554	116^	236	547	229	202	233	239	288	23v
129	84	CC	5	C	2.6	9	227	1333	222	693	123^	243	685	212	275	281	387	554	116^	236	547	229	202	233	239	288	23v
THE PRESS				A	1.8	6	159	1257	284^	676	99v	194^	674	191^	283^	307^	390^	469	112^	177^	440	148^	135^	171^	150^	257^	69v
N 9.30A	30	NBC	5	B	1.7	7	154	1296	215^	688	169^	233	676	191^	258	253	388	488	125^	209^	471	192^	177^	220	224	236	39v
132	84	CC	5	C	1.7	7	154	1296	215^	688	169^	233	676	191^	258	253	388	488	125^	209^	471	192^	177^	220	224	236	39v
DAY MORNING				A	4.2	15	372	1400	233	709	171	299	698	262	313	303	359	570	85^	283	570	283	261	328	327	220	14v
N 9.00A	90	CBS	5	B	4.4	18	386	1333	226	685	139	251	678	224	293	291	365	549	131	269	548	268	242	287	270	236	22v
177	96	N	5	C	4.4	18	386	1333	226	685	139	251	678	224	293	291	365	549	131	269	548	268	242	287	270	236	22v
9.00 - 9.30				A	3.6	14	319	1399	220	715	130^	276	706	248	301	332	386	529	32v	238	529	238	238	292	339	238	20v
9.30 - 10.00				A	4.3	16	381	1374	231	725	191	307	713	262	321	303	359	535	61^	260	535	260	244	312	325	208	7v
10.00 - 10.30				A	4.8	17	425	1395	240	675	181	303	664	266	308	275	331	620	146^	332	620	332	288	363	314	213	16v
AY TODAY				A	2.2	10	195	1346	222^	638	115^	264^	634	243^	312^	345	304^	487	123^	255^	487	255^	218^	291^	260^	159^	21v
IN 8.00A	90	NBC	6	B	1.6	9	142	1353	229^	629	162^	271	624	231^	301	293	288	534	154^	285	534	285	256	311	271	194^	45v
122	88	N	6	C	1.6	9	142	1353	229^	629	162^	271	624	231^	301	293	288	534	154^	285	534	285	256	311	271	194^	45v
8.00 - 8.30				A	1.8	9	159	1240	175^	616	58v	219^	609	212^	288^	353^	321^	409	74v	194^	409	194^	169^	238^	226^	146^	<<
8.30 - 9.00				A	2.3	10	204	1311	206^	607	74v	239^	607	227^	294^	359	301^	500	75v	260^	500	260^	246^	350	318	137^	30v
9.00 - 9.30				A	2.5	10	222	1456	271^	682	193^	321	676	279^	345	328	295	530	204^	294	530	294	226^	274^	231^	188^	28v
S WEEK-DAVID BRINKLEY				A	3.6	12	319	1200	155^	628	61^	111^	613	89^	127^	240	479	538	96^	196^	519	177^	169^	203	197^	308	19v
N 11.30A	60	ABC	4	B	3.3	11	288	1364	164	714	88^	175	700	143	188	281	494	547	124	228	536	217	179	218	195	280	37^
198	99	N	4	C	3.3	11	288	1364	164	714	88^	175	700	143	188	281	494	547	124	228	536	217	179	218	195	280	37^
11.30 - 12.00				A	3.6	12	319	1137	137^	587	52^	92^	579	79^	117^	221	457	524	73^	188^	508	172^	169^	197^	211	308	20v
12.00 - 12.30				A	3.6	12	319	1263	174^	669	69^	130^	647	99^	137^	258	500	552	118^	205	529	183^	169^	208	183^	308	17v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. OCT.19, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	60.4	61.7	61.8	63.0	64.0	65.9	66.5	67.8	67.4	67.5	66.7	66.2	64.0	62.7	60.9	58.2

ABC TV

ABC TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					←MACGYVER (PAE)→				←NFL MONDAY NIGHT FOOTBALL WASHINGTON VS DALLAS (9:00-12:05)(PAE)							
AVERAGE AUDIENCE (Hhlds (000))					11,520				15,330							
AVERAGE AUDIENCE (%)					13.0	11.9 *		14.2 *	17.3	17.5 *		19.8 *		20.3 *		17.3 *
SHARE AUDIENCE %					20	19 *		22 *	29	27 *		30 *		31 *		28 *
AVG. AUD. BY 1/4 HR %					11.6	12.3	13.8	14.5	16.9	18.1	19.4	20.1	20.1	20.5	18.5	16.0

CBS TV

CBS TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					FRANK'S PLACE		KATE & ALLIE		NEWHART		DESIGNING WOMEN (PAE)		←CAGNEY & LACEY (PAE)→			
AVERAGE AUDIENCE (Hhlds (000))					12,050		14,350		14,970		13,640		11,080			
AVERAGE AUDIENCE (%)					13.6		16.2		16.9		15.4		12.5	12.5 *		12.5 *
SHARE AUDIENCE %					21		24		25		23		20	20 *		21 *
AVG. AUD. BY 1/4 HR %					13.4	13.8	15.7	16.8	16.4	17.4	15.4	15.4	12.7	12.4	12.6	12.5

NBC TV

NBC TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					ALF		VALERIE'S FAMILY		←NBC MONDAY NIGHT MOVIES STRANGE VOICES→							
AVERAGE AUDIENCE (Hhlds (000))					15,680		14,350		18,610							
AVERAGE AUDIENCE (%)					17.7		16.2		21.0	20.0 *		21.3 *		21.5 *		21.3 *
SHARE AUDIENCE %					27		24		33	29 *		32 *		34 *		36 *
AVG. AUD. BY 1/4 HR %					17.0	18.3	15.9	16.6	19.6	20.4	21.2	21.4	21.6	21.5	21.5	21.2

Other sources

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.3	13.5	11.6	11.1	10.5	10.5	8.8	8.0
SHARE AUDIENCE %	23	22	18	17	16	16	14	13
SUPERSTATIONS AVERAGE AUDIENCE	3.3	2.9	2.6	2.4	2.3	2.1	1.9	1.7
SHARE AUDIENCE %	5	5	4	4	3	3	3	3
PBS AVERAGE AUDIENCE	2.4	3.4	3.4	3.3	2.2	2.1	1.9	1.6
SHARE AUDIENCE %	4	5	5	5	3	3	3	3
CABLE ORIG. AVERAGE AUDIENCE	4.8	5.6	6.0	6.4	4.6	4.2	4.1	3.8
SHARE AUDIENCE %	8	9	9	10	7	6	6	6
PAY SERVICES AVERAGE AUDIENCE	2.5	2.2	3.4	3.5	3.3	2.5	2.7	2.8
SHARE AUDIENCE %	4	4	5	5	5	4	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 20, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.3	59.8	60.6	62.7	64.1	64.9	66.4	67.3	65.7	65.3	65.9	65.1	62.6	61.0	58.9	56.6

ABC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					(1)	← WORLD SERIES GAME #3 MINNESOTA VS ST. LOUIS (8:23-11:22)(PAE)										
AVERAGE AUDIENCE (Hhlds (000))					15,240	22,060										
AVERAGE AUDIENCE (%)					17.2	24.9		20.9 *		25.0 *		26.1 *		27.0 *		26.9 *
SHARE AUDIENCE %					28	40		32 *		39 *		40 *		43 *		44 *
AVG. AUD. BY 1/4 HR %					16.8	18.4	20.0	21.8	24.8	25.1	25.7	26.5	27.0	26.9	26.8	26.9

CBS TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					←HOUSTON KNIGHTS→				←JAKE AND THE FATMAN (PAE)→				←LAW & HARRY MCGRAW→			
AVERAGE AUDIENCE (Hhlds (000))					9,300				11,520				9,480			
AVERAGE AUDIENCE (%)					10.5	10.2 *		10.7 *	13.0	12.8 *		13.2 *	10.7	10.8 *		10.6 *
SHARE AUDIENCE %					16	16 *		16 *	20	20 *		20 *	18	18 *		18 *
AVG. AUD. BY 1/4 HR %					10.1	10.3	10.6	10.9	12.6	13.1	13.5	12.9	10.9	10.7	10.5	10.7

NBC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					←MATLOCK→				←J.J. STARBUCK→				←CRIME STORY→			
AVERAGE AUDIENCE (Hhlds (000))					16,570				10,900				9,660			
AVERAGE AUDIENCE (%)					18.7	18.0 *		19.4 *	12.3	12.5 *		12.0 *	10.9	11.1 *		10.7 *
SHARE AUDIENCE %					28	28 *		29 *	19	19 *		18 *	18	18 *		19 *
AVG. AUD. BY 1/4 HR %					17.4	18.5	19.7	19.1	13.1	12.0	11.8	12.1	11.0	11.1	10.9	10.6

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	13.6	13.3	10.8	11.0	11.3	11.1	11.6	10.1
SHARE AUDIENCE %	23	22	17	16	17	17	19	18
SUPERSTATIONS AVERAGE AUDIENCE	3.5	3.1	3.1	2.9	2.4	2.6	2.7	2.8
SHARE AUDIENCE %	6	5	5	4	4	4	4	5
PBS AVERAGE AUDIENCE	2.1	2.9	2.9	2.7	2.7	2.8	2.1	1.8
SHARE AUDIENCE %	4	5	4	4	4	4	3	3
CABLE ORIG. AVERAGE AUDIENCE	4.7	5.3	5.2	4.3	4.2	4.3	4.7	3.6
SHARE AUDIENCE %	8	9	8	6	6	7	8	6
PAY SERVICES AVERAGE AUDIENCE	1.8	2.1	3.5	4.2	4.5	3.9	2.8	2.3
SHARE AUDIENCE %	3	3	5	6	7	6	5	4

U.S. TV HOUSEHOLDS: 88,600,000

(1) WORLD SERIES PRE GAME #3,(PAE),ABC,(8:00-8:23),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. OCT. 21, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	56.7	57.9	59.1	60.7	61.2	62.9	64.1	65.2	65.2	65.2	65.8	65.9	63.6	62.1	60.0	57.9
ABC TV					(1)	←				WORLD SERIES GAME #4 MINNESOTA VS ST. LOUIS (8:18-11:30)(PAE)						
AVERAGE AUDIENCE (Hhlds (000))					14,000	21,090										
AVERAGE AUDIENCE (%)					15.8	23.8		21.1 *		24.7 *		26.3 *		26.1 *		24.6 *
SHARE AUDIENCE %					27	38		34 *		38 *		40 *		41 *		40 *
AVG. AUD. BY 1/4 HR %					15.7	17.6	20.0	22.2	24.4	24.9	25.6	26.9	26.6	25.5	24.5	24.8
CBS TV					←OLDEST ROOKIE→				←SPECIAL MOVIE PRSNT-WED SADIE AND SON (PAE)→							
AVERAGE AUDIENCE (Hhlds (000))					10,720				13,730							
AVERAGE AUDIENCE (%)					12.1	12.0 *		12.3 *	15.5	14.7 *		15.6 *		16.0 *		15.7 *
SHARE AUDIENCE %					19	19 *		19 *	25	23 *		24 *		26 *		27 *
AVG. AUD. BY 1/4 HR %					11.8	12.2	12.1	12.5	14.5	15.0	15.4	15.8	16.2	15.7	16.0	15.3
NBC TV					←HIGHWAY TO HEAVEN→				←A YEAR IN THE LIFE→				←ST. ELSEWHERE→			
AVERAGE AUDIENCE (Hhlds (000))					13,200				10,900				10,280			
AVERAGE AUDIENCE (%)					14.9	14.4 *		15.5 *	12.3	12.2 *		12.4 *	11.6	11.9 *		11.3 *
SHARE AUDIENCE %					23	23 *		24 *	19	19 *		19 *	19	19 *		19 *
AVG. AUD. BY 1/4 HR %					14.0	14.8	15.4	15.5	12.2	12.1	12.5	12.3	11.8	12.0	11.4	11.2

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.6	14.3	11.6	11.8	11.3	11.0	9.2	7.8
SHARE AUDIENCE %	25	24	19	18	17	17	15	13
SUPERSTATIONS AVERAGE AUDIENCE	3.6	3.3	3.0	3.1	2.6	2.9	2.6	2.5
SHARE AUDIENCE %	6	6	5	5	4	4	4	4
PBS AVERAGE AUDIENCE	1.5	2.0	2.3	1.9	1.3	1.3	1.5	1.3
SHARE AUDIENCE %	3	3	4	3	2	2	2	2
CABLE ORIG. AVERAGE AUDIENCE	4.5	4.6	4.8	4.5	4.7	4.6	3.9	3.5
SHARE AUDIENCE %	8	8	8	7	7	7	6	6
PAY SERVICES AVERAGE AUDIENCE	2.1	2.2	2.9	3.1	3.9	3.3	2.9	2.5
SHARE AUDIENCE %	4	4	5	5	6	5	5	4

U.S. TV HOUSEHOLDS: 88,600,000

(1) WORLD SERIES PRE GAME #4,(PAE),ABC,(8:00-8:18),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.22, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	57.5	59.2	59.7	61.2	62.7	64.5	65.6	67.3	67.1	66.2	65.7	65.5	64.9	64.1	62.4	59.2
ABC TV					PRES. REAGAN'S NEWS CONF. (SUS)		WORLD SERIES GAME #5 MINNESOTA VS ST. LOUIS (8:38-12:05)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)							20,730 23.4	18.5 *		22.8 *		24.3 *		24.9 *		26.2 *
SHARE AUDIENCE %							38	29 *		35 *		37 *		38 *		42 *
AVG. AUD. BY 1/4 HR %							16.4	19.5	22.1	23.6	24.3	24.3	24.7	25.0	26.9	25.4
CBS TV					REAGAN NEWS CONF.-CBS (SUS)				(1)			WISEGUY (9:43-10:43)(PAE)				(2)
AVERAGE AUDIENCE (Hhlds (000) & %)							7,270 8.2	7.3 *		8.4 *	10,190 11.5	9.6 *		12.0 *	11,960 13.5	13.1 *
SHARE AUDIENCE %							12	11 *		12 *	18	14 *		18 *	24	22 *
AVG. AUD. BY 1/4 HR %							7.8	7.3	8.2	8.7	8.6	9.7	11.6	12.5	12.7	13.1
NBC TV					REAGAN NEWS CONF.-NBC (SUS)		(3)		(4)		CHEERS (9:38-10:08)(PAE)		(5)		L.A. LAW (10:38-11:38)(PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)							21,440 24.2		20,730 23.4		20,110 22.7		18,430 20.8		14,970 16.9	17.2 *
SHARE AUDIENCE %							36		35		34		32		29	28 *
AVG. AUD. BY 1/4 HR %							20.8	24.6	23.2	23.5	22.2	22.9	20.9	21.1	17.1	17.3

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	13.9	12.7	12.4	11.8	9.8	9.4	7.8	7.2
SHARE AUDIENCE %	24	21	19	18	15	14	12	12
SUPERSTATIONS								
AVERAGE AUDIENCE	3.8	3.0	3.3	3.3	2.5	2.6	2.1	2.0
SHARE AUDIENCE %	7	5	5	5	4	4	3	3
PBS								
AVERAGE AUDIENCE	2.0	2.3	2.7	1.9	2.0	2.1	1.4	1.3
SHARE AUDIENCE %	3	4	4	3	3	3	2	2
CABLE ORIG.								
AVERAGE AUDIENCE	4.1	4.8	5.6	5.5	4.7	4.7	4.3	3.7
SHARE AUDIENCE %	7	8	9	8	7	7	7	6
PAY SERVICES								
AVERAGE AUDIENCE	2.4	2.7	3.5	3.1	2.5	2.5	2.3	2.1
SHARE AUDIENCE %	4	4	6	5	4	4	4	3

U.S. TV HOUSEHOLDS: 88,600,000

(1) SURVIVAL ANGLIA:ROCK DWLR,ROCK DWELLING PREDATORS,(PAE),CBS,(8:43-9:43),(S)
(2) KNOTS LANDING,(PAE),CBS,(10:43-11:43)
(3) BILL COSBY SHOW,(PAE),NBC,(8:38-9:08)
(4) A DIFFERENT WORLD,(PAE),NBC,(9:08-9:38)
(5) NIGHT COURT,(PAE),NBC,(10:08-10:38)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 23, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.1	52.1	52.7	54.4	55.0	56.6	57.5	58.7	59.1	59.1	59.4	58.9	55.4	53.9	52.2	50.0
ABC TV					← ABC MOVIE SPECIAL THE FLAMINGO KID (PAE) →								← 20/20 (PAE) →			
AVERAGE AUDIENCE (Hhlds (000) & %)					8,420								10,720			
					9.5	9.8 *		9.7 *		9.3 *		9.4 *	12.1	12.5 *		11.8 *
SHARE AUDIENCE %					16	18 *		17 *		16 *		16 *	23	23 *		23 *
AVG. AUD. BY 1/4 HR %					9.8	9.9	9.6	9.7	9.7	9.0	9.2	9.5	12.7	12.4	12.1	11.4
CBS TV					CHARLIE BROWN- GRT. PUMPKIN (R)		GARFIELD'S HALLOWEEN (R)		← DALLAS (PAE) →				← FALCON CREST →			
AVERAGE AUDIENCE (Hhlds (000) & %)					12,670		14,440		16,130				13,200			
					14.3		16.3		18.2	17.6 *		18.9 *	14.9	15.0 *		14.7 *
SHARE AUDIENCE %					26		28		31	30 *		32 *	28	27 *		29 *
AVG. AUD. BY 1/4 HR %					13.8	14.8	15.7	16.9	17.2	18.0	18.8	18.9	15.1	14.9	14.8	14.7
NBC TV					← RAGS TO RICHES →				← MIAMI VICE →				← PRIVATE EYE →			
AVERAGE AUDIENCE (Hhlds (000) & %)					9,210				11,870				9,570			
					10.4	10.5 *		10.2 *	13.4	12.9 *		13.9 *	10.8	11.2 *		10.5 *
SHARE AUDIENCE %					18	19 *		18 *	23	22 *		23 *	21	21 *		21 *
AVG. AUD. BY 1/4 HR %					10.4	10.5	10.1	10.3	12.5	13.3	14.2	13.6	11.3	11.0	10.5	10.4

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	13.6	12.8	11.7	11.7	11.3	10.4	9.1	8.1
SHARE AUDIENCE %	27	24	21	20	19	18	17	16
SUPERSTATIONS								
AVERAGE AUDIENCE	3.5	2.7	2.4	2.5	2.2	2.0	1.7	1.4
SHARE AUDIENCE %	7	5	4	4	4	3	3	3
PBS								
AVERAGE AUDIENCE	2.1	2.6	3.7	4.1	2.9	2.7	1.9	1.6
SHARE AUDIENCE %	4	5	7	7	5	5	3	3
CABLE ORIG.								
AVERAGE AUDIENCE	4.6	5.2	5.6	6.5	5.3	5.2	4.8	4.1
SHARE AUDIENCE %	9	10	10	11	9	9	9	8
PAY SERVICES								
AVERAGE AUDIENCE	2.1	2.0	3.5	3.9	4.3	3.8	4.2	4.3
SHARE AUDIENCE %	4	4	6	7	7	6	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.24, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	53.0	53.8	51.1	51.4	53.8	54.1	54.8	55.8	56.3	57.0	56.0	56.2	53.1	51.9	50.8	50.5	47.2	43.7
ABC TV	WRLD SERIES 6 ST. LOUIS VS MINNESOTA (3:56-7:18)				← OHARA SPECIAL →				← ALL STAR GALA (PAE) →				← HOTEL (PAE) →					
AVERAGE AUDIENCE (Hhlds (000) & %)					10,100				6,910				8,150					
		25.4 *			11.4	10.9 *		11.8 *	7.8	7.1 *		8.5 *	9.2	9.1 *		9.3 *		
SHARE AUDIENCE %		48 *			21	20 *		21 *	14	13 *		15 *	18	17 *		18 *		
AVG. AUD. BY 1/4 HR %	25.5	24.7			10.2	11.7	12.0	11.6	7.4	6.7	8.4	8.6	8.9	9.4	9.1	9.5		
CBS TV					MY SISTER SAM		EVERYTHING'S RELATIVE		← LEG WORK (PAE) →				← WEST 57TH →					
AVERAGE AUDIENCE (Hhlds (000) & %)					5,140		4,160		5,670				5,320					
					5.8		4.7		6.4	5.9 *		6.9 *	6.0	5.9 *		6.1 *		
SHARE AUDIENCE %					11		8		11	10 *		12 *	12	11 *		12 *		
AVG. AUD. BY 1/4 HR %					5.8	5.7	4.6	4.7	5.6	6.1	6.8	7.0	6.2	5.6	6.1	6.0		
NBC TV					FACTS OF LIFE		227		GOLDEN GIRLS		AMEN		← HUNTER →					
AVERAGE AUDIENCE (Hhlds (000) & %)					12,850		15,510		21,350		17,900		16,210					
					14.5		17.5		24.1		20.2		18.3	18.1 *		18.4 *		
SHARE AUDIENCE %					27		32		42		36		36	35 *		37 *		
AVG. AUD. BY 1/4 HR %					13.6	15.3	16.8	18.2	23.6	24.6	20.5	19.8	18.4	17.9	18.4	18.5		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	10.9	12.5	9.7	9.0	8.9	9.3	8.9	8.0	7.9
SHARE AUDIENCE %	20	24	18	16	16	17	17	16	17
SUPERSTATIONS									
AVERAGE AUDIENCE	2.9	3.0	2.3	1.8	2.0	2.1	1.3	1.3	1.6
SHARE AUDIENCE %	5	6	4	3	4	4	2	3	4
PBS									
AVERAGE AUDIENCE	1.6	2.4	2.7	3.1	2.6	2.6	2.7	2.4	2.0
SHARE AUDIENCE %	3	5	5	6	5	5	5	5	4
CABLE ORIG.									
AVERAGE AUDIENCE	4.0	6.1	7.5	7.6	7.6	8.0	7.4	6.1	4.0
SHARE AUDIENCE %	7	12	14	14	13	14	14	12	9
PAY SERVICES									
AVERAGE AUDIENCE	3.1	3.1	4.3	4.8	5.2	4.7	3.8	3.6	3.8
SHARE AUDIENCE %	6	6	8	9	9	8	7	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.24, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	38.4	35.9	33.0	31.2	28.2	25.4	22.1	20.4	18.2	16.2	14.4	13.4	12.5	11.4
ABC TV	(1)													
AVERAGE AUDIENCE (Hhlds (000) & %)	1,770 2.0													
SHARE AUDIENCE %	6													
AVG. AUD. BY 1/4 HR %	2.0													
CBS TV														
AVERAGE AUDIENCE (Hhlds (000) & %)														
SHARE AUDIENCE %														
AVG. AUD. BY 1/4 HR %														
NBC TV	←SATURDAY NIGHT→ (11:30-12:51)(PAE)					(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	8,420 9.5	10.7 *		9.7 *										
SHARE AUDIENCE %	29	29 *		31 *										
AVG. AUD. BY 1/4 HR %	11.1	10.4	9.8	9.5	8.0									
INDEPENDENTS (INCL. SUPERSTATIONS)														
AVERAGE AUDIENCE	7.1		5.8		5.5		4.6		3.3		3.0		2.8	
SHARE AUDIENCE %	19		18		21		22		19		22		23	
SUPERSTATIONS														
AVERAGE AUDIENCE	1.8		2.0		2.1		1.6		0.8		0.6 ^		0.4 ^	
SHARE AUDIENCE %	5		6		8		8		5		4 ^		3 ^	
PBS														
AVERAGE AUDIENCE	1.4		0.6 ^		0.3 ^		0.3 ^		0.2 ^		0.2 ^		0.2 ^	
SHARE AUDIENCE %	4		2 ^		1 ^		1 ^		1 ^		1 ^		2 ^	
CABLE ORIG.														
AVERAGE AUDIENCE	4.0		3.2		2.6		2.5		2.2		1.9		2.0	
SHARE AUDIENCE %	11		10		10		12		13		14		17	
PAY SERVICES														
AVERAGE AUDIENCE	3.9		4.2		4.3		3.4		3.4		3.3		2.6	
SHARE AUDIENCE %	10		13		16		16		20		24		22	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

 Nielsen NATIONAL TV AUDIENCE ESTIMATES EVE.SUN. OCT.25, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	61.8	63.8	65.3	67.1	68.8	70.6	71.8	71.7	70.0	68.9	68.1	66.8	65.0	63.5	61.8	58.7	52.6	48.0
ABC TV	←DISNEY SUNDAY MOVIE→ THE SHAGGY DOG PT.2 (R)				(1)	← WORLD SERIES GAME #7 ST. LOUIS VS MINNESOTA (8:16-11:43)(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)	10,810 12.2	11.2 *		13.1 *	17,100 19.3	28,880 32.6		28.3 *		33.6 *		34.2 *		35.4 *		35.5 *		34.6 *
SHARE AUDIENCE %	20	18 *		21 *	30	50		41 *		48 *		49 *		52 *		54 *		59 *
AVG. AUD. BY 1/4 HR %	10.7	11.7	12.7	13.5	19.1	23.4	27.0	29.6	33.3	34.0	34.0	34.4	35.6	35.3	36.5	34.4	33.9	35.2
CBS TV	←60 MINUTES→				←MURDER, SHE WROTE→				←CBS SUNDAY MOVIE→ FAMILY SINS (PAE)								(2)	
AVERAGE AUDIENCE (Hhlds (000) & %)	19,760 22.3	21.6 *		23.0 *	15,590 17.6	17.2 *		18.1 *	11,430 12.9	13.2 *		12.9 *		13.2 *		12.4 *	3,100 3.5	
SHARE AUDIENCE %	35	35 *		35 *	25	25 *		25 *	20	19 *		19 *		21 *		21 *	7	
AVG. AUD. BY 1/4 HR %	20.2	23.0	23.3	22.6	17.1	17.3	17.9	18.3	13.0	13.4	13.1	12.8	13.3	13.0	12.9	12.0	3.5	
NBC TV		←OUR HOUSE→ (7:14-8:14)(PAE)				(3)		(4)		←NBC SUNDAY NIGHT MOVIE→ BAY COVEN (9:14-11:14)(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	10,370 11.7	9.6 *		11.1 *	15,420 17.4		14,710 16.6		12,230 13.8	14.6 *		13.9 *		13.5 *		13.7 *		
SHARE AUDIENCE %	18	15 *		17 *	25		23		22	21 *		20 *		21 *		22 *		
AVG. AUD. BY 1/4 HR %	9.2	9.7	10.6	11.6	15.3	16.9	15.5	15.7	16.1	14.5	14.0	13.8	13.4	13.6	13.5	13.8	13.7	

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	12.0	11.6	10.6	9.6	8.9	8.8	6.2	5.7	3.6
SHARE AUDIENCE %	19	18	15	13	13	13	10	9	7
SUPERSTATIONS									
AVERAGE AUDIENCE	3.4	3.3	3.7	3.2	2.4	2.5	2.2	2.0	0.7 ^
SHARE AUDIENCE %	5	5	5	4	3	4	3	3	1 ^
PBS									
AVERAGE AUDIENCE	1.7	1.6	2.4	2.6	1.6	1.8	1.5	1.1	1.0
SHARE AUDIENCE %	3	2	3	4	2	3	2	2	2
CABLE ORIG.									
AVERAGE AUDIENCE	3.6	3.5	2.9	2.9	3.8	4.1	2.8	1.8	1.7
SHARE AUDIENCE %	6	5	4	4	5	6	4	3	3
PAY SERVICES									
AVERAGE AUDIENCE	3.7	3.3	3.8	3.3	3.5	3.5	3.0	2.0	1.6
SHARE AUDIENCE %	6	5	5	5	5	5	5	3	3

U.S. TV HOUSEHOLDS: 88,600,000

(1) WORLD SERIES PRE GAME #7,(PAE),ABC,(8:00-8:16),(S)
(2) CBS SUNDAY NEWS-OSGOOD,CBS,(11:00-11:15)
(3) FAMILY TIES,(PAE),NBC,(8:14-8:44)
(4) MY TWO DAD'S,(PAE),NBC,(8:44-9:14)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 25, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	40.2	32.2	26.3	22.5	18.9	16.3	13.9	12.4	10.6	9.6	9.0	8.1	7.4	6.7				
ABC TV	(1)				(2)													
AVERAGE AUDIENCE (Hhlds (000) & %)				1,420 1.6														
SHARE AUDIENCE %				10														
AVG. AUD. BY 1/4 HR %	29.1			1.8	1.6													
CBS TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
NBC TV		(3)																
AVERAGE AUDIENCE (Hhlds (000) & %)	1,330 1.5																	
SHARE AUDIENCE %	6																	
AVG. AUD. BY 1/4 HR %	1.4																	

	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)							
AVERAGE AUDIENCE	3.7	3.6	3.2	2.3	1.6	1.3	1.3
SHARE AUDIENCE %	10	15	18	17	16	15	19
SUPERSTATIONS							
AVERAGE AUDIENCE	0.8	1.0	1.0	0.7 ^	0.7 ^	0.5 ^	0.5 ^
SHARE AUDIENCE %	2	4	6	5 ^	7 ^	6 ^	7 ^
PBS							
AVERAGE AUDIENCE	1.3	0.8	0.4 ^	0.1 v	0.2 ^	0.1 v	0.1 v
SHARE AUDIENCE %	4	3	2 ^	1 v	2 ^	1 v	1 v
CABLE ORIG.							
AVERAGE AUDIENCE	2.0	1.5	1.5	1.3	0.9	0.9	0.8
SHARE AUDIENCE %	6	6	9	10	9	11	11
PAY SERVICES							
AVERAGE AUDIENCE	2.0	2.2	1.8	1.6	1.5	1.4	1.4
SHARE AUDIENCE %	6	9	10	12	15	16	20

U.S. TV HOUSEHOLDS: 88,600,000

(1) WORLD SERIES GAME #7,ST. LOUIS VS MINNESOTA,ABC,(8:16-11:43),(S)
(2) ABC WEEKEND REPORT-SUN.,ABC,(12:27-12:42)
(3) G MICHAELS SPORTS MACHINE,(PAE),NBC,(11:44-11:59)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 19-23, 1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.7	8.4	10.7	12.9	15.6	17.9	19.6	20.2	20.6	20.9	21.0	21.0	21.4	21.7	21.9	21.8	21.1	21.2
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)				(PAE)		(PAE)		(PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)		1,100		1,980			4,180				4,310							
		1.2		2.2			4.7				4.9							
SHARE AUDIENCE %		14		17			23				23							
AVG. AUD. BY 1/4 HR %		1.2		2.2			4.8	4.7			4.9	4.9						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS MORNING NEWS- 7:00AM		←MORNING PROGRAM (PAE)→						(PAE)				$25,000 PYRAMID	
AVERAGE AUDIENCE (Hhlds (000) & %)			1,030		1,720		1,690										2,760	
			1.2		1.9		1.9	1.9 *		1.8 *		2.0 *					3.1	
SHARE AUDIENCE %			12		11		9	9 *		9 *		10 *					15	
AVG. AUD. BY 1/4 HR %			1.2	1.2	1.9	1.9	1.9	1.8	1.9	1.8	2.0	2.1					3.0	3.3
NBC TV	NBC NEWS AT SUNRISE (PAE)						TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)		———(PAE)———				SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,860						4,020				3,790						2,530	
	2.1						4.5				4.3						2.9	
SHARE AUDIENCE %	23						22				20						13	
AVG. AUD. BY 1/4 HR %	1.7	2.4					4.7	4.4			4.4	4.2					2.7	3.0

	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	1.3	2.8	4.7	5.5	5.3	5.0	4.4	4.1	4.4
SHARE AUDIENCE %	17	24	28	28	25	24	20	19	21
SUPERSTATIONS									
AVERAGE AUDIENCE	0.5	1.1	1.3	1.3	1.3	1.2	1.1	1.1	1.1
SHARE AUDIENCE %	6	9	8	6	6	6	5	5	5
PBS									
AVERAGE AUDIENCE	<<	0.1 v	0.2 ^	0.6	0.9	1.1	1.2	1.4	1.1
SHARE AUDIENCE %	<<	1 v	1 ^	3	4	5	6	6	5
CABLE ORIG.									
AVERAGE AUDIENCE	0.9	1.2	1.6	1.9	2.0	2.1	2.2	2.3	2.5
SHARE AUDIENCE %	12	10	10	9	9	10	10	11	12
PAY SERVICES									
AVERAGE AUDIENCE	0.6	0.7	0.9	1.2	1.2	1.1	1.1	1.0	1.0
SHARE AUDIENCE %	8	6	5	6	6	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.19-23,1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.1	21.2	21.4	21.9	22.1	22.8	24.2	25.2	26.0	27.1	28.4	28.9	28.3	28.6	27.7	27.8	27.8	28.2
ABC TV			WHO'S THE BOSS? M-F		MR. BELVEDERE M-F (PAE)		RYAN'S HOPE (PAE)		LOVING		←ALL MY CHILDREN→				←ONE LIFE TO LIVE→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)			3,070 3.5		2,410 2.7		2,690 3.0		3,700 4.2		6,750 7.6	7.3 *		7.9 *	6,610 7.5	7.2 *		7.7 *
SHARE AUDIENCE %			16		12		12		16		27	25 *		28 *	27	26 *		27 *
AVG. AUD. BY 1/4 HR %			3.4	3.6	2.7	2.8	3.0	3.0	4.0	4.3	7.0	7.5	7.9	8.0	7.0	7.3	7.6	7.7
CBS TV	NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)		(PAE)		←YOUNG AND THE RESTLESS→				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)	2,660 3.0		4,310 4.9		5,530 6.2				6,570 7.4	7.1 *		7.7 *	4,380 4.9		5,370 6.1	6.0 *		6.1 *
SHARE AUDIENCE %	14		22		28				28	28 *		29 *	17		22	22 *		22 *
AVG. AUD. BY 1/4 HR %	3.0	3.1	4.6	5.2	6.0	6.4			6.9	7.4	7.8	7.7	4.9	5.0	5.9	6.1	6.1	6.1
NBC TV	CLASSIC CONCENTRATION (PAE)		WHEEL OF FORTUNE		WIN, LOSE OR DRAW (PAE)		SUPER PASSWORD (PAE)		SCRABBLE		←DAYS OF OUR LIVES→				←ANOTHER WORLD→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)	2,830 3.2		4,550 5.1		3,020 3.4		2,670 3.0		3,350 3.8		5,670 6.4	6.1 *		6.7 *	4,070 4.6	4.5 *		4.7 *
SHARE AUDIENCE %	15		23		15		12		14		23	22 *		24 *	17	16 *		17 *
AVG. AUD. BY 1/4 HR %	3.1	3.2	4.9	5.3	3.3	3.4	3.0	3.1	3.6	3.9	6.0	6.3	6.7	6.6	4.5	4.5	4.6	4.7

	10:30	11:00	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	4.2	3.7	3.7	4.2	5.1	5.2	5.3	5.4	5.5
SHARE AUDIENCE %	20	17	16	17	19	18	19	19	20
SUPERSTATIONS									
AVERAGE AUDIENCE	1.3	1.3	1.3	1.5	1.7	1.4	1.3	1.2	1.2
SHARE AUDIENCE %	6	6	6	6	6	5	4	4	4
PBS									
AVERAGE AUDIENCE	1.1	0.7	0.6	0.6	0.7	0.6	0.6	0.5	0.5
SHARE AUDIENCE %	5	3	3	3	3	2	2	2	2
CABLE ORIG.									
AVERAGE AUDIENCE	2.4	2.4	2.5	2.3	2.6	2.8	3.0	3.1	3.2
SHARE AUDIENCE %	12	11	11	9	10	10	10	11	11
PAY SERVICES									
AVERAGE AUDIENCE	1.1	1.1	1.0	1.0	0.9	0.9	1.0	1.0	1.1
SHARE AUDIENCE %	5	5	5	4	3	3	3	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 19-23, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.8	28.4	29.0	29.8	30.1	31.7	33.2	34.9	36.6	38.6	40.7	43.4	49.8	52.1	54.1	55.3
ABC TV	←GENERAL HOSPITAL (PAE)→						(PAE)								ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)	6,930 7.8	7.6 *		8.0 *											9,690 10.9	
SHARE AUDIENCE %	27	27 *		27 *											21	
AVG. AUD. BY 1/4 HR %	7.5	7.7	8.0	8.0											10.7	11.1
CBS TV	←GUIDING LIGHT (PAE)→				——(PAE)——										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)	4,870 5.5	5.4 *		5.6 *											10,630 12.0	
SHARE AUDIENCE %	19	19 *		19 *											23	
AVG. AUD. BY 1/4 HR %	5.4	5.4	5.6	5.5											12.1	11.9
NBC TV	←SANTA BARBARA (PAE)→								(PAE)						NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)	4,020 4.5	4.4 *		4.7 *											9,370 10.6	
SHARE AUDIENCE %	16	15 *		16 *											20	
AVG. AUD. BY 1/4 HR %	4.3	4.4	4.6	4.8											10.4	10.7
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	6.1		6.7		7.6		8.7		10.1		10.6		12.2		13.7	
SHARE AUDIENCE %	22		23		25		26		27		25		24		25	
SUPERSTATIONS																
AVERAGE AUDIENCE	1.6		1.7		2.1		2.4		2.4		2.3		2.4		3.0	
SHARE AUDIENCE %	6		6		7		7		6		6		5		5	
PBS																
AVERAGE AUDIENCE	0.5		0.6		0.8		1.0		1.1		1.1		1.3		1.5	
SHARE AUDIENCE %	2		2		3		3		3		3		3		3	
CABLE ORIG.																
AVERAGE AUDIENCE	3.5		3.7		3.9		4.2		4.3		4.6		4.2		4.3	
SHARE AUDIENCE %	12		13		13		12		11		11		8		8	
PAY SERVICES																
AVERAGE AUDIENCE	1.3		1.2		1.1		1.2		1.4		1.6		1.8		1.9	
SHARE AUDIENCE %	5		4		4		4		4		4		4		4	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.24, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.2	7.0	8.2	9.9	12.2	14.9	17.7	19.2	20.7	22.8	24.2	25.0	26.1	26.9	26.3	26.1	26.0	27.0
ABC TV					CARE BEAR FAMILY		LITTLE CLOWNS-HAPPYTOWN		MY PET MONSTER		ALL NEW POUND PUPPIES		LITTLE WIZARDS		REAL GHOSTBUSTERS		FLINTSTONE KIDS	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,680		2,390		3,280		3,370		4,080		4,160		3,370	
					1.9		2.7		3.7		3.8		4.6		4.7		3.8	
SHARE AUDIENCE %					14		15		17		15		17		18		14	
AVG. AUD. BY 1/4 HR %					1.7	2.2	2.6	2.8	3.3	4.1	3.7	4.0	4.6	4.7	4.5	4.9	3.6	4.1
CBS TV					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,330		3,010		3,990		4,700		5,230		3,190		3,010	
					1.5		3.4		4.5		5.3		5.9		3.6		3.4	
SHARE AUDIENCE %					11		18		21		21		22		14		13	
AVG. AUD. BY 1/4 HR %					1.2	1.7	3.0	3.8	4.4	4.7	5.0	5.5	5.8	5.9	3.9	3.4	3.3	3.5
NBC TV					GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		FRAGGLE ROCK		ALVIN AND THE CHIPMUNKS		ALF-SAT MORN (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,570		3,810		4,700		5,320		4,780		5,230		5,940	
					2.9		4.3		5.3		6.0		5.4		5.9		6.7	
SHARE AUDIENCE %					21		23		24		24		20		23		25	
AVG. AUD. BY 1/4 HR %					2.3	3.4	4.1	4.5	5.2	5.4	6.0	5.9	5.5	5.2	5.5	6.3	6.7	6 6
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	2.0		2.5		3.2		3.7		4.2		4.5		5.3		5.8		5.8	
SHARE AUDIENCE %	30		28		24		20		19		18		20		22		22	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.7 ^		0.9		0.9		1.0		1.0		1.1		1.1		1.4		1.6	
SHARE AUDIENCE %	11 ^		10		7		5		5		4		4		5		6	
PBS																		
AVERAGE AUDIENCE	<<		0.2 ^		0.4 ^		0.5 ^		0.6 ^		0.9		1.0		1.1		1.2	
SHARE AUDIENCE %	<<		2 ^		3 ^		3 ^		3 ^		4		4		4		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.4		1.7		2.1		2.7		3.1		3.7		3.9		3.9		3.9	
SHARE AUDIENCE %	21		19		16		15		14		15		15		15		15	
PAY SERVICES																		
AVERAGE AUDIENCE	0.8		1.2		1.8		1.9		1.3		1.3		1.5		1.6		1.9	
SHARE AUDIENCE %	12		13		13		10		6		5		6		6		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.24, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.7	27.0	26.5	27.6	27.3	28.0	27.3	28.4	29.0	29.8	29.0	30.0	30.7	31.4	32.6	33.7	34.6	35.8
ABC TV	BUGS BUNNY & TWEETY SHOW		←ABC COLLEGE FOOTBALL-GAME(B) PURDUE VS IOWA/CALIFORNIA VS UCLA (MULTI SEGMENT)(PAE)→														(1)	(2)
AVERAGE AUDIENCE (Hhlds (000) & %)	3,720		3,460														8,510	18,520
	4.2		3.9	4.0 *		4.1 *		3.9 *		3.7 *		3.3 *		3.2 *		3.0 *	9.6	20.9
SHARE AUDIENCE %	16		12	14 *		14 *		13 *		12 *		10 *		9 *		8 *	27	47
AVG. AUD. BY 1/4 HR %	4.1	4.3	4.0	3.9	4.1	4.1	3.9	3.9	3.9	3.6	3.4	3.3	3.1	2.4	2.7	3.2	8.8	11.8
CBS TV	TEEN WOLF(B)		CBS STORYBREAK THE MONSTER'S RING		KIDD VIDEO				(3)	←CBS COLLEGE FOOTBALL GAME USC VS NOTRE DAME (1:46-5:01)(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	2,040		2,390		2,300				2,920	3,990								
	2.3		2.7		2.6				3.3	4.5		4.5 *		5.4 *		5.1 *		4.7 *
SHARE AUDIENCE %	9		10		9				11	13		15 *		17 *		15 *		13 *
AVG. AUD. BY 1/4 HR %	2.3	2.3	2.4	3.1	2.6	2.6			3.2	3.8	4.2	4.9	5.3	5.5	5.5	4.8	4.7	4.7
NBC TV	NEW ARCHIES		FOOFUR (PAE)		I'M TELLING													
AVERAGE AUDIENCE (Hhlds (000) & %)	4,340		3,280		2,040													
	4.9		3.7		2.3													
SHARE AUDIENCE %	18		14		8													
AVG. AUD. BY 1/4 HR %	5.0	4.8	3.7	3.6	2.2	2.3												

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	6.2	6.9	7.1	7.4	8.7	8.8	9.0	9.0	8.7
SHARE AUDIENCE %	23	25	26	27	30	30	29	27	25
SUPERSTATIONS									
AVERAGE AUDIENCE	1.4	1.8	1.6	1.9	2.2	2.3	2.2	2.2	1.5
SHARE AUDIENCE %	5	7	6	7	7	8	7	7	4
PBS									
AVERAGE AUDIENCE	1.1	1.3	1.4	1.6	1.7	1.7	2.0	1.4	1.2
SHARE AUDIENCE %	4	5	5	6	6	6	6	4	3
CABLE ORIG.									
AVERAGE AUDIENCE	3.9	4.4	4.0	5.0	5.1	5.2	5.2	5.9	5.7
SHARE AUDIENCE %	14	16	14	18	17	18	17	18	16
PAY SERVICES									
AVERAGE AUDIENCE	2.3	2.3	2.8	2.3	2.7	2.6	2.6	3.1	2.2
SHARE AUDIENCE %	9	8	10	8	9	9	8	9	6

U.S. TV HOUSEHOLDS: 88,600,000

(1) WORLD SERIES PRE GAME #6,(PAE),ABC,(3:35-3:56),(S)
(2) WORLD SERIES GAME #6,ST. LOUIS VS MINNESOTA,(PAE),ABC,(3:56-7:18),(S)
(3) CBS COLLEGE FOOTBALL PRE,(PAE),CBS,(1:30-1:46)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 24, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	36.8	38.7	40.7	42.0	42.6	43.5	44.3	44.9	46.6	48.2	50.2	52.0

ABC TV

WORLD SERIES GAME #6 ST. LOUIS VS MINNESOTA (3:56-7:18) (PAE)

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
AVERAGE AUDIENCE (Hhlds (000) & %)		15.0 *		18.2 *		20.9 *		22.0 *		23.0 *		24.9 *
SHARE AUDIENCE %		40 *		44 *		49 *		49 *		49 *		49 *
AVG. AUD. BY 1/4 HR %	13.7	16.3	17.7	18.8	20.6	21.1	21.9	22.0	22.8	23.2	24.8	25.0

CBS TV

CBS COLLEGE FOOTBALL GAME → USC VS NOTRE DAME (1:46-5:01) | CBS SAT. NEWS-SCHIEFFER (6:30)

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
AVERAGE AUDIENCE (Hhlds (000) & %)		3.9 *		3.9 *							4,430 5.0	
SHARE AUDIENCE %		10 *		9 *							10	
AVG. AUD. BY 1/4 HR %	4.1	3.7	3.8	4.1	3.1						4.6	5.3

NBC TV

NBC NIGHTLY NEWS-SAT. (6:30)

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
AVERAGE AUDIENCE (Hhlds (000) & %)											4,870 5.5	
SHARE AUDIENCE %											11	
AVG. AUD. BY 1/4 HR %											5.2	5.8

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	8.3	9.0	9.0	9.8	9.1	10.5
SHARE AUDIENCE %	22	22	21	22	19	21
SUPERSTATIONS AVERAGE AUDIENCE	1.6	1.9	2.1	2.7	2.2	3.0
SHARE AUDIENCE %	4	5	5	6	5	6
PBS AVERAGE AUDIENCE	1.6	1.5	1.7	1.8	1.6	1.4
SHARE AUDIENCE %	4	4	4	4	3	3
CABLE ORIG. AVERAGE AUDIENCE	4.9	4.8	4.9	4.5	4.3	4.4
SHARE AUDIENCE %	13	12	11	10	9	9
PAY SERVICES AVERAGE AUDIENCE	1.8	2.0	2.3	1.9	2.1	2.6
SHARE AUDIENCE %	5	5	5	4	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.25, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.1	10.7	12.6	14.6	17.3	18.7	20.0	22.2	24.5	26.0	27.2	28.4	28.4	27.9	27.3	27.5	27.6	28.1
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
CBS TV					FOR OUR TIMES (SUS)				←SUNDAY MORNING→						FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000) & %)									3,720 4.2	3.6 *		4.3 *		4.8 *	2,300 2.6			
SHARE AUDIENCE %									15	14 *		16 *		17 *	9			
AVG. AUD. BY 1/4 HR %									3.3	3.9	4.0	4.6	4.7	4.8	2.6	2.7		
NBC TV					←SUNDAY TODAY→						MEET THE PRESS							
AVERAGE AUDIENCE (Hhlds (000) & %)					1,950 2.2	1.8 *		2.3 *		2.5 *	1,590 1.8							
SHARE AUDIENCE %					10	9 *		10 *		10 *	6							
AVG. AUD. BY 1/4 HR %					1.8	1.9	2.3	2.3	2.5	2.5	1.8	1.9						
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	2.8		4.7		6.5		7.9		9.1		9.5		9.8		9.7		9.9	
SHARE AUDIENCE %	30		35		36		37		36		34		35		35		36	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.9		1.8		2.1		2.6		3.3		2.9		2.9		3.1		3.1	
SHARE AUDIENCE %	10		13		12		12		13		10		10		11		11	
PBS																		
AVERAGE AUDIENCE	0.2 ^		0.7 ^		1.4		1.7		2.0		1.9		1.5		1.5		1.2	
SHARE AUDIENCE %	2 ^		5 ^		8		8		8		7		5		5		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.6		2.3		3.2		4.0		4.4		5.2		5.0		4.8		4.7	
SHARE AUDIENCE %	17		17		18		19		17		19		18		18		17	
PAY SERVICES																		
AVERAGE AUDIENCE	2.0		2.7		2.3		2.4		2.6		2.8		2.8		2.8		2.8	
SHARE AUDIENCE %	21		20		13		11		10		10		10		10		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 25, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.8	29.6	29.9	30.6	31.8	32.9	34.9	36.3	37.4	38.3	38.7	38.6	39.2	39.5	40.4	41.1	41.5	42.3
ABC TV	←THIS WEEK-DAVID BRINKLEY→				BUSINESS WORLD												(1)	
AVERAGE AUDIENCE (Hhlds (000))	3,190				1,420												2,220	
AVERAGE AUDIENCE (%)	3.6	3.6 *		3.6 *	1.6												2.5	2.1 *
SHARE AUDIENCE %	12	12 *		12 *	5												6	5 *
AVG. AUD. BY 1/4 HR %	3.3	3.8	3.7	3.5	1.6	1.6											2.1	2.1
CBS TV					CBS NFL TODAY		←CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)											
AVERAGE AUDIENCE (Hhlds (000))					6,110		13,380											
AVERAGE AUDIENCE (%)					6.9		15.1	11.8 *		14.4 *		15.6 *		14.8 *		16.5 *		16.1 *
SHARE AUDIENCE %					21		38	33 *		38 *		40 *		38 *		40 *		38 *
AVG. AUD. BY 1/4 HR %					6.2	7.6	10.7	12.9	13.9	14.6	15.7	15.5	14.9	14.8	16.3	16.4	16.1	16.3
NBC TV					NFL LIVE		←NFL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)											
AVERAGE AUDIENCE (Hhlds (000))					3,900		7,800											
AVERAGE AUDIENCE (%)					4.4		8.8	6.7 *		8.5 *		8.6 *		9.2 *		9.5 *		9.9 *
SHARE AUDIENCE %					14		22	19 *		22 *		22 *		23 *		23 *		24 *
AVG. AUD. BY 1/4 HR %					3.8	4.9	6.3	7.0	8.1	8.6	9.1	8.2	8.8	9.5	9.3	9.5	9.7	10.3

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	10.5	10.3	9.9	8.7	8.2	8.1	8.4	9.1	9.4
SHARE AUDIENCE %	36	34	31	24	22	21	21	22	22
SUPERSTATIONS AVERAGE AUDIENCE	3.2	3.0	2.6	2.4	2.3	2.1	2.1	2.7	2.7
SHARE AUDIENCE %	11	10	8	7	6	5	5	7	6
PBS AVERAGE AUDIENCE	1.5	1.4	1.5	1.1	1.0	1.0	1.0	1.0	1.0
SHARE AUDIENCE %	5	5	5	3	3	3	3	2	2
CABLE ORIG. AVERAGE AUDIENCE	4.6	5.2	5.4	4.0	3.8	3.9	4.1	4.3	4.2
SHARE AUDIENCE %	16	17	17	11	10	10	10	11	10
PAY SERVICES AVERAGE AUDIENCE	2.6	2.5	2.0	2.2	1.8	2.0	2.0	2.2	2.6
SHARE AUDIENCE %	9	8	6	6	5	5	5	5	6

U.S. TV HOUSEHOLDS: 88,600,000

(1) MCDONALD'S BSKTBALL OPEN,MILWAUKEE VS USSR,ABC,(3:30-6:10),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.25, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	42.2	41.3	41.0	41.4	41.8	42.8	43.5	45.2	47.8	49.9	51.3	53.9

ABC TV

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	← MCDONALD'S BSKTBALL OPEN MILWAUKEE VS USSR (3:30-6:10) →										ABC WRLD NEWS TONIGHT-SUN (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)		2.3 *		2.7 *		2.6 *		2.4 *			4,430 5.0	
SHARE AUDIENCE %		6 *		7 *		6 *		5 *			10	
AVG. AUD. BY 1/4 HR %	2.0	2.7	2.9	2.5	2.7	2.5	2.4	2.4	3.3		5.2	4.9

CBS TV

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	(1)		(2)						CBS EVENING NEWS-SUNDA(B)			
AVERAGE AUDIENCE (Hhlds (000) & %)		6,380 7.2							5,490 6.2			
SHARE AUDIENCE %		18							11			
AVG. AUD. BY 1/4 HR %	18.9	7.8	6.5						5.8	6.6		

NBC TV

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	← NFL GAME 2 KANSAS CITY VS SAN DIEGO SEATTLE VS LA RAIDERS (MULTI SEGMENT)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)	10,450 11.8	7.8 *		10.7 *		12.2 *		12.8 *		12.8 *		12.7 *
SHARE AUDIENCE %	25	19 *		26 *		29 *		29 *		26 *		24 *
AVG. AUD. BY 1/4 HR %	6.4	8.0	10.3	11.1	12.0	12.4	12.5	13.1	12.9	12.8	12.6	12.7

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	9.6	10.3	10.9	12.3	12.4	13.0
SHARE AUDIENCE %	23	25	26	28	25	25
SUPERSTATIONS AVERAGE AUDIENCE	2.0	2.5	2.3	2.8	3.1	3.1
SHARE AUDIENCE %	5	6	5	6	6	6
PBS AVERAGE AUDIENCE	1.3	1.7	1.5	1.7	1.6	1.6
SHARE AUDIENCE %	3	4	4	4	3	3
CABLE ORIG. AVERAGE AUDIENCE	4.1	5.0	5.5	5.2	5.0	5.2
SHARE AUDIENCE %	10	12	13	12	10	10
PAY SERVICES AVERAGE AUDIENCE	2.9	3.1	3.2	2.8	3.0	3.3
SHARE AUDIENCE %	7	8	8	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS NFL FOOTBALL GAME 1,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)
(2) CBS NFL FOOTBALL POST,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)

For explanation of symbols, See page B.